

# Maclean's

THE SPECTRE OF  
AIDS IN THE NHL

**SPECIAL REPORT**

## THE FATE OF THE EARTH



**World Leaders Will Negotiate  
The Planet's Future**

**A Quiet Canadian Heads The  
Search For Solutions**





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PERFECT EYESIGHT...

There will always be a  
**CHIVAS REGAL.**



# Maclean's

CANADA'S WEEKLY NEWSMAGAZINE DECEMBER 16, 1991 VOL. 194 NO. 30

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## LETTERS

### A SPORTING SALVE

With Canada in the midst of a painful and divisive constitutional debate, it was refreshing to read about some true Canadian heroes—our Olympic athletes ("The Olympic Dream," *Covers*, Dec. 4). These Olympic athletes and personal sacrifices should appeal to Canadians to pull together. Congratulations to Marlene's for its part in keeping the Olympic dream alive.

Johnny Treisman,  
Toronto

### A SALUTE TO THE MILITARY

Your article "The 17-day war" ("The miracle of modern Japan," *Covers*, Nov. 14) was of particular interest to me. As a youth growing up in Eastern Canada, I had heard legends about fathers served with the Royal Rifles in Hong Kong. The Canadian military has always fought the good fight. They have a reputation for being supremely tough and resilient. The defence of Hong Kong may have been a losing cause—unquestioned, back to the sea, with no support or supplies—but the Canadians performed superbly. As a former Vancouver U.S. marine, I salute their brave men and women.

Pavel Corvito-Wills,  
Edison, Iowa

I was born in Hong Kong a full decade after the Second World War, but have considered myself a Canadian for many years. I had read about the Canadian involvement in the defence of Hong Kong, but never in such detail as that given in "The 17-day war." Every time I read about the bravery, sacrifice and suffering of these brave Canadians in defending our territories, I have tears in my eyes and I wish to somehow express my gratitude. Now, when I go to Hong Kong and pay a visit to the war memorial, my tears do not certainly come more to me than it did in the past.

Bill King,  
Calgary

### FRIGATES FLOAT FINE, THANKS

The title of your article on the Canadian Patrol Frigate Program was "boats that never rot fast" (*Covers*, Nov. 20). Nothing in the article, nor far that matter any facts of which Saint John Shipbuilding is witness, support this gross statement even in a metaphorical sense. Indeed, five frigates have been launched and the lead ship, HMCS Albatross, has been operated by the navy since its delivery in June 20, 1990. The frigate program is one of the most ambitious construction projects ever undertaken in Canada. It is a real project, home-key type contract. We must deliver to the navy



Olympic sking site Val d'Isère: Thomas

on an aggressive schedule a new lead ship and 13 follow-on fully combatized, warranted and supported. The men and women of Saint John Shipbuilding have constructed and salvaged the many problems of designing and building this modern, complex warship. For the record, HMCS Albatross has not (or will not) on comple-

tion of build its contract performance specifications, including weight, speed, noise and combat suitability, it is a more capable ship than its counterparts in the British and U.S. navies. Saint John Shipbuilding has provided substantial benefits to the various regions of Canada in terms of contract representations and speed of schedule and the contract price of \$6.2 billion has not been increased since the program was ordered. The cost to complete the 12 frigates is estimated to be \$5.5 billion, plus \$353 million in federal taxes. Saint John Shipbuilding already has demonstrated its commitment to build three frigates in Quebec. Participation in the program by the ML Group Inc. and its subsidiaries has been in violation of the federal government, which has indicated that it wants not to continue to build the three frigates. The \$363 million that the federal and Quebec governments agreed to give will be made up for the losses incurred by that firm does not constitute an increase in the contract price agreed upon by the government and Saint John Shipbuilding. Your article unfairly used a poll over the superb efforts of the men and women of this unique and successful Canadian shipbuilding program, our able subcontractors, the navy and the very capable HMCS Albatross, her officers and crew.

W. D. Jamieson,  
Vice-President Saint John Shipbuilding Ltd.  
Saint John, N.B.

## PASSAGES

**ENGAGED:** Classical guitarist Liana Bayal, 41, to Los Angeles and estate developer John Simon. The couple met earlier this year after David broke off her engagement to Toronto businessman Rod Bell, with whom she had been living the night prior. The ultra-richly endowed musician says that friends introduced her to Simon, and that he had never loved of her before. Bayal, who has frequently dated former pop superstar Prince Trustadon, and that she plans to move to California following the wedding, is scheduled for early February in a Beverly Hills, Calif., hotel. She describes herself as "totally in love" with Simon, but added that she and Bell remain friends.



**DEB:** Mass murderer Richard Speck, 49, at Silver Cross Hospital in Joliet, Ill., after apparently suffering a heart attack. Speck had been among eight consecutive sex slaves of 50 to 150 years for the murders of eight Chicago student nurses in 1966. The 24-year-old doctor broke into the nurses' residences, tied them up and stabbed them to death. A sixth nurse, Catherine Annear, survived by hiding under a bed. Speck's death coincided with the rise of the second anniversary of Marc Lévesque's massacre of 14 women in Montreal.

**ANNOUNCED:** The upcoming launch of outgoing UN Secretary-General Javier Pérez de Cuellar. Queen Elizabeth II will bestow the honorary title of Knight Grand Cross of the Order of St. Michael and St. George on the 71-year-old Peruvian

when he leaves on Oct. 31 at the end of the year. It is one of Britain's highest orders of chivalry.

**DEB:** Former Kentucky governor Bert Combs, 80, of unknown cause. Police discovered his body on the banks of Kentucky's Red River about an kilometer from his home. In 1963, Combs, a liberal Democrat, started controversy when he ordered a ban on racial bars by state-regulated companies.

**DEB:** Department of national defence clerk John Appleby, 80, as an Ottawa hospital delivers a heart attack. In 1989, the RCMP charged Appleby in connection with the leak of part of the 1980 federal budget to Global Television reporter Doug Smith. He was subsequently charged

## LETTERS

### A 'TERRIFYING' MONSTER

Your Nov. 31 editorial, "A tragic social issue," and the accompanying cover package, "Racism in focus," was timely, but I fear that it will result in yet more hand-wringing, arm-folding and still further investigations, public hearings and studies. Is it not true that we confronted this terrifying monster by first recognizing that violence against women forms only a part of a greater malice that permeates our society? For example, violence in professional sports and its impact in the field of entertainment is a coldly calculated means of attracting more spectators and larger scale sums to corporate profits. The unacceptable use of this monstrous power and its ability to

create and shape violent attitudes must be challenged, for only then will we have taken the first step towards taming this terror to hand.

Paul Kervin,  
Halifax, Oct.

While picking up my copy of Marlene's, I noticed that People magazine ran a cover picture of U.S. Supreme Court Justice Clarence Thomas as a jaybird, living on a branch with his wife. The caption attempted to dismiss the legitimacy of Anita Hill's sexual-harassment complaint against Thomas by suggesting that she was secretly "in love" with him. It was a telling reminder of how the outright denial of women's concerns, which Marlene's thoughtfully sought to redress, remain deeply ingrained in the North American psyche.

Nancy J. White,  
Ottawa

Should note Marlene's head the statement "there is a high level of tolerance for violence in this society right now" and refuse from publishing stories about such men as Where ("A brave: deal of racism," People, Nov. 1989) there could "depression of rape rape and a violent murder" must be contrasted to the "intimate" that actor Theresa Russell claims it to be!

Penny Seidel,  
Maple, Oct.

### A SPIRITUAL MOVEMENT

After reading "What is it that men really want?" it was clear to me that Charles Gordon does not understand the man's movement at all. Whether View Nov. 180. More may not be impressed by the opposite sex, but they certainly have been trapped by stereotypes.

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## ANOTHER VIEW



# Christmas shopping at the beer store

BY CHARLES GORDON

There is no need anymore to force your way through the Tule-crusted crowds in department stores; these days you can do your Christmas shopping almost anywhere.

For example, the beer store. In Ontario, beer stores are traditionally called *brewers' Retail*, but some of them have been renamed *Beer Store* in what is thought to be a kind of progressive, postmodern. Inside one of them, you can buy assortments of merchandise to go along with your loved one's beer. There are devices to keep his or her beer cold, devices to keep his or her beer from tipping over. Devices to open 4, devices to close 4, devices to carry 4. And, of course, there is the ever-popular beer hat, a souvenir of his or her favorite brew.

The way our society creeps ahead in its strange and sometimes alienating ways, no one seems to have noticed that it would be the buying habit in a beer store. That thought only occurs to those who remember the *Brewers' Retail* of old. Then, you filled out a form and a staff member marched into the back somewhere and pushed the case and to you through a hole in the wall. The customer never actually saw any beer until purchasing it, and no souvenirs were on sale.

But now we live in a souvenir society, a world in which everything we do, everywhere we go, has to be commemorated, either by purchasing a souvenir of it, or recording it on videotape. As a result, we must wear being so busy buying and videotaping the things we do that we have far less time to actually do anything. In the long run, this should save on videotape, although you never know.

Doing anything, however, does not seem to be the point. The point is to prove that we were there—even if we weren't. Many items on sale now in Canadian stores mark countries taking place in Europe, restaurants visited in the United Kingdom, universities attended in the United States. But the impulse is the same.

Charles Gordon is a columnist with The Ottawa Citizen.

*We wind up being so busy buying and videotaping the things we do that we have far less time to actually do anything*

apparently to talk ourselves in an event or a place in a more tangible way than mere memory will allow.

There are things to consider as you attempt to decide which brand of beer will be on the list you give your loved one for Christmas. Not that the opportunity exists at the *Brewers' Retail*. No, the opportunities for souvenir-buying are endless.

Anyone who travels can remember that once you bought souvenirs at souvenir stores. If you arrived at Kansas or Danielle or Peggy's Cove, there would be souvenir stores where you could buy postcards and little knickknacks that had the name of the community on them—T-shirts, coffee mugs, decorative plates. The practice of buying such items was satirized in the popular T-shirt of a few years ago: "AT FARMERS VISITED FLORIDA AND ALL I GOT WAS THIS CRISPY T-SHIRT."

That slogan provoked a kind of greed that we need not go into here, but it also illustrated the eerie range of souvenir choices. Now things are different. We are not limited to the souvenir shop. We can buy souvenirs commemorating the restaurants we ate at, the courts at which we took our case, the job interview we attended. We can buy designer clothes with

logos that make them souvenirs of designers. At screenings of the *Max* film at the Rolling Stones, now playing in several Canadian cities, souvenirs are on sale during intermissions. No one seems to think it unusual that we are buying souvenirs of a movie.

This subject matter of souvenirs is not limited to places and performances. History, too, has been commodified, in order that we may buy a part of it. The most common example of this is the Berlin Wall, smashed to 300 pieces and then encased in decorative plastic packages, too small to allow freedom to be made into a paperweight, but what the heck. They once had a value so cold in fiction that corporations donating to the women's movement were denounced. Political rallies and protest demonstrations of all sorts bring out the souvenir makers and buyers. Sadly but predictably, the sexual-harassment trial of William Kennedy Smith has produced souvenirs to be sold to the flood of gawkers travelling to Palm Beach. We need not dwell on the working of Disneyland's cups.

It is too soon to assess the effects of the souvenir society. Will any of us, at the end of the day, take out all that stuff we have been collecting to take a serious look at it? Will we ever watch all that videotape we have been shooting? It is unlikely. More likely is the possibility that it is the process of recording and reexamining that is most important to us, in that because the experience itself is empty, or because we just love Christmas shopping all year round!

Since we also live in a period when the disposal of garbage is a major social problem, the growing weight of souvenirs could not come at a worse time. Not all of us are content merely to keep our entire lives under our hats across the inside of the rear windshield, sure of us will be throwing stuff out. In there room for it all?

That's one question. Another is this: Are we losing the ability to do anything—take a trip, attend a concert—simply for the sake of what we have now reached the stage where we think and function only as consumers? The current slogan says, "Get a life!" Are we content simply to buy a souvenir of one?

Of course, really, really at all? Should we not ride and enjoy our cups and T-shirts and coffee mugs and postcards? The souvenir industry's working potential for growth? Postcards, for example. They mean a lot to us, yet we come away from them with nothing tangible. What about plant designs, floods, airports, universities, city council meetings, religious events, the elementary school Christmas pageant, newspapers ("I ♡ the 403"), the sex-o'clock news, (surreal, surreal and—yes!—the souvenir store itself).

What an idea, a souvenir store so great, so large, so fully stocked that it becomes an adventure, an experience in itself, as it adds to the collection, souvenirs of itself. And those who visit it are able, for Christmas, to present their loved ones with the T-shirt to send all T-shirts.

"MY PARENTS HATED THE SOUVENIR STORE," it will say, "AND ALL I GOT WAS THIS CRISPY REMINDER."



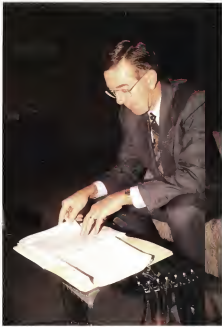
## JUDGMENT DAY

REFORM PARTY  
LEADER PRESTON  
MANNING RUNS  
INTO A BARRAGE  
OF CRITICISM—  
AND SCRUTINY

It was the type of political forum that Reform party leader Preston Manning clearly relished. For about an hour last week, more 300 senior Canadian construction-company executives who were meeting in Toronto at close-hand and silent as Patti Quibben leader Jacques Parizeau disparagingly described his vision of a Canada without Quebec. In Parizeau's sanguine view, little would change. Quebecers would share with Canada a common currency, a prosperous trading relationship and the rights to dual citizenship. After Parizeau's speech ended in polite applause, it was Manning's turn. Visibly relaxed before the business audience, the former management consultant warmed up the crowd with a humorous anecdote before launching into his own vision of Canada's future—and a direct attack on Quebec's leadership. Declared Manning, in the first of several loud remarks of applause. "I really think Mr. Parizeau proceeds too quickly to the technical details of sovereignty-association and grossly underestimates the commitment in the rest of Canada to keeping the country together."

For Manning the warm reception in Toronto elicited a welcome respite from the barrage of criticism and aggressive public scrutiny that the leader and his four-year-old party have endured in recent weeks. On Nov. 10, three days after his Nov. 10th (Duke) lost the race for governor of Louisiana, Liberal MP Sheila Copps created an uproar by comparing Manning to the former Ku Klux Klan leader and declaring some of the Reform party's policies "racist." Then, Manning and his closest advisors faced questions about confidential internal party memos that cast doubt on Reform's much vaunted stance as a party that listens to its

Manning: the target of two new books



grassroots members. The critical examination continued with the release on Nov. 21 of a book, *Preston Manning and the Reform Party* written by Murray Dobbin, a left-leaning Toronto journalist based in Saskatchewan, in which Manning was portrayed as manipulator of his own membership. Another book, *Shocking Daylight: Preston Manning and the Rise of the Reform Party* by Don Drake, a highly respected political columnist for the *Calgary Herald* and its wife, Sydney Sharpe, a freelance writer, will be released early in the new year. These authors take a more extended—though mostly critical—view of the leader and his party.

The attacks Reform endured last week—from the highest level Prime Minister Brian Mulroney used the western wing of a national party speaking tour to ridicule Manning's economic policies and to portray Reform as a destructive force in Canadian politics. Addressing 600 Tory faithful at a \$250-per-plate fundraising dinner in Calgary, where Manning now lives, Mulroney heaped scorn on the Reform party's promise to cut billions of dollars from the federal budget without decreasing services, meaning taxes or adding to the deficit. "This would be an achievement next to the miracle of Lourdes," accused Mulroney. "It's an astonishing feat, if he can do it, I might vote for him."

Prior to the speech, Mulroney told reporters that a strong performance by Reform in the next federal election could lead to a non-Liberal coalition government that would usher in "the national energy policy, high taxes, high deficits and all the things Americans are looking to escape." At the same time, Mulroney lambasted Manning's insistence on strict provincial equality in any future constitution as "a recipe for the destruction of Canada."

Manning's comments reflected how severely Manning's adversaries in all three mainstream parties take the Reform party threat. Chris Hartley, as vice for Brian Sinclair, firmly acknowledges that Reform will attract a large number of voters in his province because "they are speaking clearly about the Constitution, and from a western perspective." Still, Hartley says that the party may prove vulnerable because of its philosophical opposition to firms subsidies and marketing boards. His own colleague Dave Barrett, the former vice premier of British Columbia, was typically more colorful in his assessment of the Reform party's potential weaknesses. Noting that Manning has provided his opponents in the federal House and Senate "as much as an ardent advocate of free trade, Barrett said that Reform is "exactly like the Tories. Both parties are not to screw

you, but Reform promises to do it in English only."

But an opponent MP has taken a greater personal interest in the Reform party. Deputy Liberal leader Copps has even put together a briefing book, including recent Reform policy statements and media articles about the party, and distributed it to fellow MPs and Liberal constituency presidents across the country. Copps announced in an interview last week that Reform policies on immigration and multiculturalism smack of intolerance and that the party is attracting members by "luring a lot of the same bottom" that Drake pushed. She also said that a few of the letters that she has received from self-described Reform supporters since her original statements suggest that the party has attracted some extremist elements. Claimed one letter-writer from Hamilton: "I don't like multiculturalism, and Quebecers, native Indians, Blacks and Asians are all troublemakers and a problem for this country."

For his part, Manning responds to the attacks philosophically, telling his supporters that the increased scrutiny simply proves that Reform is starting to take "a market share" away from its mainstream rivals. But in a following interview with *Maclean's* last week, Manning also expressed dismay about the current level of political discourse in Canada. He stressed that "no reasonable person could consider as true" the Reform party's opposition to federal funding of multiculturalism or the party's immigration policy that targets applicants on education, not ethnic, criteria. But he lamented the fact that "a party that challenges the status quo every day these issues—be it immigration, language policy, the Constitution—automatically risks accusations of racism and extremism."

But even as he attempts to counter his critics' attacks, Manning is feeling the sting of self-order attack by some of his own party members. Beginning early last month, Reform party provocateurs across the country received an unsigned memo that accused the party's Calgary-based executive of making a mockery of Manning's often-stated commitment to grassroots democracy. Anonymous memos were a number of confidential letters and notices to and from party executives—documents that have since been obtained by several news outlets, including *Maclean's*. In one of the memos, dated Feb. 1986, Ken Warshaw, the party's policy development coordinator, complained that some party task forces had produced "unorthodox and most times extreme" opinions because task force chairmen had failed to exercise enough control and that "to control and protect the party's agenda," all such policy documents would now be led by a member of the party's Calgary-based policy committee, over which the leader presides. Among the key qualifications for future chairmen, Warshaw cited "100-per-cent agreement with existing party policy" and an ability to "manage and sell" the party's agenda.

According to some defectors from the party, the leaked memos are just the latest evidence of the way that Manning and his closest advi-

## National Notes

## THE REFERENDUM OPTION

During a tour that took him to Montreal, Vancouver, Calgary and Edmonton, Prime Minister Brian Mulroney said that his government is still considering calling a referendum on constitutional reform—but will not hold an election on the issue. Mulroney also said that an independent Quebec would have little leverage if it wanted to negotiate a true link, agreed with the United States or Canada.

## VOICES OF EXPERIENCE

Two prominent Canadians told the federal government that its constitutional proposals may be too extreme to be adopted by the Canadian public. Former Ontario Conservative premier William Claiborne and former Saskatchewan vice premier Allan Blakeney told a parliamentary committee that Ottawa's 29 constitutional proposals would likely fail to win approval to a national vote.

## GOVERNMENT WALKS

His last report since his appointment as justice general in April, Dennis Dawson said that the federal government is waiting \$1 billion a year through its poor administration of public-service pension plans. Dawson also urged the government for mandating a fleet of 17 inspectors at Ottawa for bureaucratic and foreign dignitaries, saying that three vehicles would be sufficient.

## A POLICE SHOOTING UNDER FIRE

Police officers in London, Ontario, shot and wounded a 19-year-old married black suspect in an attempted robbery. He was the third married black youth that Toronto police have shot this year.

## THE POLITICS OF AUTO INSURANCE

B.C. Consumer Affairs Minister Mike Smith said that the province's auto government may have to increase premiums for British Columbia's publicly owned auto insurers to 24 per cent. Smith accused the former Social Credit government, which the New Democratic defeated in October, of approving a rate increase out of political expediency.

## FORECASTING CHICKENS

Charles Thrush, a Ford Langlois announced that doubling tax on profits and saving welfare rolls will force the province's new government to cut pensions and services in its next budget, expected in April. Earlier this year, the government cut health-care benefits and sold some Crown assets to help lower the 1987-1992 deficit to a forecast \$9.7 billion.

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## CANADA

ers—sometimes called "the Calgary clique"—controlled the party. Said Gary Cunnings, past president of Reform's Winnipeg South constituency, who was represented by Manning in another leaked memo for circulation comments made by a party executive member: "I joined Reform because I thought people would be free to express themselves. But I'm getting more and more the heavy hand of the leadership coming down on the members."

According to Manning, most of the dissenters are "involuntaries crying the blues." Still, he told Maclean's that as the next federal election draws closer, he is trying to impose some internal discipline on the party. Declared Manning: "You can't have both ways. You can't say you're an open-minded, very small group with a crazy idea out influencing you continuously and on the other hand get criticised for trying to impose some discipline."

The class that Manning exerts an unusual degree of influence on: his party is represented by both of the new books as the Reform leader. They point out that for all of Manning's determined censoring of the grassroots, the policies that the party has adopted have a striking resemblance to the steadily conservative free-market propaganda that Manning and his father, Ernest, who served as the Social Credit premier of Alberta from 1943 until 1968, set forth in a book and policy paper published more than two decades ago. The authors view every Reform member as extremist, alienated citizens who often latch on to one or two of the party's positions while remaining ignorant of, or uninterested in, the party's overall agenda. As a result, both books contend, many Reformers are susceptible to the brazenly perniciousness of their leader—even when he is taking them in a direction they actually opposed.

For his part, Delton points out Manning is a very opportunist who told his original western supporters that they were joining a party that would fight for a fair deal for the West when all along his true aim was to create a new national party of the right. Similarly, Delton describes how the party actually gained its media support because of its successful opposition to the GST, yet Manning now advocates rescinding the tax.

In *Stunning Delusions*, David and Sharpe marvel at how Manning is able to bend the party to his own will on issues ranging from the tax to outward expansion of the party to refraining from contesting provincial elections. They conclude that the Reform party is not so much a popular movement as "a massive delugation of trust" by voters to a revered leader. They add that Manning's "bond with the party runs so deep that mistakes accept accountability from him that they simply would not tolerate in another politician." As the title of their book suggests, David and Sharpe also contend that Manning is uniquely motivated among major politicians by his evangelical Christian beliefs.

"Preston Manning believes," they write, "that the role of government is to make people free so they can find God in their own way."

Some of Manning's political opponents have already noted the aspects of Reform as a party driven by religious zealots. Goggs, for one, said that unless Manning accepts "blatantly" the separation of church and state, his evangelical credo—which includes the view that women should be submissive to men and that homosexual acts are sinful—could help to promote policies that discriminate against women and gays. But Manning told Maclean's that he would never try to impose his religious values where they conflicted with the expressed will of the party through a democratic vote. He added that he is already heavily outnumbered in that score, with only two of the party's 30-



Cunnings: anger at Reform's 'Calgary clique'

member executive council members sharing his particular religious beliefs.

For the time being, none of the recent controversy appears to have stirred Manning's progress. A Reform rally in Vancouver on Nov. 30 drew a 300 enthusiastic supporters—the party's largest meeting ever in Western Canada. The party expects its membership to reach 100,000 by the end of the year and now has associations organized in all 23 federal ridings outside Quebec. Still, the authors of *Stunning Delusions* note that Manning last as the exposed the irony of addressing adoring crowds "Nobody has yet seen Manning in the kind of knock-down political brawl Canadians inflict on their leaders sooner or later," they write. "The evidence of the past few weeks suggests that, for Manning, the moment of truth may be fast approaching."

BRIAN BRIDGMAN with JONNY HOFFER  
in Calgary and JAMES STEVENSON in Ottawa



## ALTER EGO

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# A HOUSE OF CARDS

## UKRAINE'S VOTE FOR INDEPENDENCE HASTENS THE DISINTEGRATION OF THE OLD SOVIET UNION

**P**resident Mikhail Gorbachev's goal of a renewed Soviet Union received two severe blows last week. Ukrainians voted overwhelmingly for independence, and his beleaguered central government came perilously close to bankruptcy. Two days after Ukraine's Dec. 3 referendum on independence, a sudden Gorbachev appeared on national television to warn that the unchecked disintegration of the union would lead to wars between the republics. But also spoke, in political arithmetic, Russian President Boris Yeltsin, now preparing for a post-vision future: his quasi-republic prior to Canada, Poland and Hungary is pleading swift recognition of Ukraine. At the same time, Russia continued to accuse the Kremlin's crumbling powers through such measures as a takeover of the Soviet state bank. The Russian leader's action generated cynicism at the Kremlin's side—adding a cash crisis that the republics had helped create by withholding the central government's share of tax revenues. It also aroused mistrust of Soviet citizens' rising from passions and whims to Gorbachev himself, that they will get their regular state payments.

Ukraine's independence vote heightened international concern about political instability in the collapsed superpower—in contrast to the widespread and swift recognition that greeted the Baltic states' secession from Russia. That first contraction of the vast, polyglot federation was widely regarded as a long overdue reversal of the Red Army's occupation of Estonia, Latvia and Lithuania in 1940. But except for a brief period between 1918 and 1920, Ukraine has been an integral part of Moscow's destiny for the past 360 years. Moreover, with 53 million people, well-developed industries and agriculture—as well as an estimated 1,400 nuclear warheads on its soil—Ukraine's reluctance to join any successor to



Moscow shoppers buying meat: facing rising prices and unemployment

the old union raises questions about its future relations with foreign capitals and former Soviet republics alike.

In that regard, Ukraine's new president, Leonid Kravchuk, a 57-year-old former Communist ideologue who has recently transformed himself into an advocate of Ukrainian nationalism and market reforms, has stressed that his chief goal is to maintain good relations with Yeltsin, another convert to democracy. And in an attempt to ally himself with Moscow, Kravchuk, who was his past law work in the republic's first free presidential election, has stressed that Ukraine wants to become a nuclear-free state. Last week, his foreign minister, Anatoly Shokin, suggested that the leaders of Russia, Belarus and Kazakhstan, the other three republics with nuclear warheads on their territory, should meet with Ukrainian officials

to agree on controlling, and eventually disposing of, the weapons. But Shokin, who pointedly avoided the crumbling central government's current jurisdiction over the warheads, "It will be advisable to set up a joint security force consisting of representatives of these republics."

For their part, members of Yeltsin's government demand suppression of a future nuclear threat from Ukraine. But they expressed concern about the Kiev government's plan to form a 400,000-member army, maintaining that Russia would have to match such a commitment alongside building to ensure its own security.

With Kravchuk looking to joining even a loose confederation of republics, Yeltsin has also cast doubt on Russian protection as a new union. But both leaders say that they want to maintain currently balanced trade patterns

between the two republics. Russian seeds and raw materials to Ukraine in exchange for grain and manufactured goods. Still, that trade is almost certain to be disrupted if Ukraine enters its own currency, the grivna, next year. (Ukraine has already ordered 1.5 billion new bank notes from the Colorado Bank Note Co.) Volodymyr Geras, deputy chairman of the Ukrainian parliament, recently described the proposed currency switch as a defensive measure. He argued that Yeltsin's plan to lift state-set price controls on most goods will send Russians

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## World Notes

### A LEADER GOES

Yoko Ono President Shige Mouri, in office since 1989, resigned, saying that the 1990 election had ended in a landslide. He had served for 11 years. Ono, 68, was born in Japan but moved to the U.S. in 1960. He had been in the U.S. for 30 years. Ono, 68, was born in Japan but moved to the U.S. in 1960. He had been in the U.S. for 30 years. Ono, 68, was born in Japan but moved to the U.S. in 1960. He had been in the U.S. for 30 years.

### IRA BOOMING

In a surprise move, Irish Republican Army guerrillas set off several bombs in Belfast and London. In the most serious incident, a 2,000-lb bomb exploded in a van en route to central Belfast, killing 17 people and damaging the Grand Opera House. British recently deployed nearly 2,000 extra troops in Northern Ireland to discourage IRA violence.

### CONVICTING A TRAITOR

A US army spokesman announced that Specialist Alfred Sosenberg, a soldier based in Rheinland, Germany, had been convicted in July of spying for Iraq and Jordan during the Persian Gulf War and was sentenced to 34 years in prison. The spokesman said that information about the conviction was not released previously because of follow-up investigations. Sosenberg was convicted of selling deployment data about U.S. and allied forces, samples of chemical weapons protection equipment and declassification documents.

### NEO-NAZI RAIDS

In a crackdown on rampant violence against Jews, Germans police raided 114 homes of neo-Nazis in 32 states, arrested eight people and seized guns, ammunition and stacks of banned propaganda material. Police conducted 80 of the raids at Saxony, the former East German state plagued by economic collapse, where one of the most violent anti-semitic movements and neo-Nazi leaders has emerged.

### POLAND'S NEW PRIMER

The Polish parliament voted to accept the resignation of the outgoing president and elected Jan Olszewski, former Solidarity leader, as prime minister. Olszewski, a 61-year-old legislator, was put forward by his own-right parties, the most viable coalition to emerge from among the 39 small groups elected to parliament in October. That President Lech Walesa criticized Olszewski because he favors a relaxation of the harsh economic reforms implemented since the collapse of communism two years ago.

feeding into Ukraine to buy up lower priced food and other consumer items.

Yeltsin says that he favors a rapid modernization of the country's state-owned economy to one based on private property. "The time has come to test democracy, liberality and without hesitation," he said in a long radio and TV broadcast last month. And with consumer transactions, he maintained that Russia was prepared to go as far as the other republics struck from necessary but painful reforms. Yeltsin was equally blunt with the 150 million citizens of Russia asking them for their support through a year of sacrifice marked by soaring prices and unemployment levels that could see 20 million people lose their jobs.

In return for that belt-tightening, Yeltsin predicts, Russia's economy will be revived, transformed and set on the road to prosperity. But in the meantime, chaos in Moscow did not need government intervention to all their



Election workers counting votes in River, Canada pledged swift recognition of Ukrainian independence

many of the former union's 287 million citizens are turning to religion and ethnic nationalism—as well as to slightly more extreme belief systems, ranging from astrology to theories on unidentified flying objects.

The chief beneficiaries of the renewed spiritual hunger have been the Russian Orthodox Church and Islam, the dominant faith in Soviet Central Asia. During last summer's three-day coup, black-robed priests displayed their resistance by blocking the debaters of the radical shift barricades outside the Russian legislature—as well as praying for the uneasy soldiers who barely appeared there. Now, state television carries custom adaptations of biblical stories for children, as well as popular programs featuring mystics and spiritual mediums. And in Pouban Square, one of Moscow's best-known meeting places, shaven-headed River Orthodox priests lengthy chanting sessions near the lamps of centuries outside the city's McDonald's outlet.

In Moscow and other Soviet centers, the erosion of party control under Gorbachev, coupled with worsening economic conditions, has also produced a dramatic expansion in prostitution and pornography. Presumably dressed prostitutes now crowd hotels and restaurants that are frequented by Russians, and several countrywide polls have revealed that becoming a so-called hard-core sex worker is a preferred career goal for many young Soviet women. Street peddlers major cities do a brisk

trade in pornographic video-cassettes and pin-ups. Last year, ally Gorbachev complained about the rising flood of sexually explicit material, there was a brief crackdown on street sellers. Now, however, police patrols usually pass by the market stalls cluttered with sexy-outfit-extraneous, ignoring the crowds of customers browsing through magazines and books bearing titles like *Stanki Zhensk* and *Kinzi*.

In the midst of these social changes, growing shortages and near chaos are the converts in a free-market democracy who were propelled into power after the coup collapsed. And as August's victory fades farther into the past, such prominent democrats as St. Petersburg Mayor Anatoly Sobchak are increasingly aware that Russian history offers a familiar alternative to their largely untested programs. A defender's colored order, Warlord Alexander Yakovlev, a former Soviet ambassador to Canada and one of Gorbachev's closest advisers, "Democracy has been installed only in Moscow and Leningrad (St. Petersburg). One should not believe that the central agencies of these cities represent the whole of the country," added Yakovlev. "There is a danger of an explosion. Personally, I am afraid of a revolution of empty plates." Any revolution that is capable of wiping

the nation could use such a situation."

One man who is eager to claim the title of Russia's defender is Vladimir Zhirinovskiy, a 45-year-old lawyer who was almost arrested outside Moscow and became a candidate in the Russian presidential race in June. Wilson was that contest hastily, but Zhirinovskiy's primitive rhetoric and strong appeal to Russian patriotism helped him to a surprising third-place finish. Indeed, he attracted six million votes with a nationalist campaign that stressed Greater Russia's historical claims to Finland as well as the Baltic states. And when some observers tried to dismiss him as a Russian version of Hitler, Zhirinovskiy neatly parried that insult by replying that he was better educated than the Nazi dictator.

In any event, Zhirinovskiy openly predicts that the market-oriented reforms will fail and that he as another strongman will take over. Said Zhirinovskiy: "By spring, the country will be on the verge of civil war. A new regime will come to power and there will be order, good order, though order. There will be no choice." Like the leaves water skins hanging over the rapidly drying old oases, these oases words cloud an already uncertain future.

MARLENE GRAY in Moscow

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Stener (left). Stener's a daunting assignment awaits the 'Master of Disaster'

#### THE UNITED STATES

## Exit a high-flyer

George Bush replaces a controversial aide

**I**n Chicago, where he served as a federal prosecutor in the 1970s, defense lawyers called him "Sam the Hammer." But it was another nickname that caused a stir: President George Bush named his "Incorporation Secretary General" Stener as his new chief of staff last week. In supervising the cleanup of the 1989 Exxon Valdez oil spill off the coast of Alaska, this rallying to Bismarck Rough as he is on South Carolina coastlines and on his own Pennsylvania's northwestern, Stener demonstrated his ability to project a reassuring presence in the midst of chaos—a talent that won him the title "Master of Disaster." On Dec. 15, as he takes over the reins of the White House from John Sununu, who resigned under pressure from Bush, Stener is stepping into yet another state of emergency—just one that may well prove his most daunting challenge yet. With Bush's popularity plummeting and his economic advisers acknowledging that the recession will last at least six months, the 35-year-old former pilot must plot a new presidential course that will get Bush back into the Oval Office next year.

But even the new confidence inspiring Stener's appointment seemed less difficult that path may be. Across the country, radio talk-show hosts reported that the White House

gives of mutual chairs, intended to project Bush's new take-charge image in domestic policy, had instead left intense pressure. As Karl Froehberg, a Cheltenham, Penn., opinion director, put it, "I don't think people really care. They are worried about their pocketbooks." And some analysts characterized Bush's latest efforts to calm the troubled national psyche as yet another misreading of the public mood. Although he readily acknowledged that the economy was "sluggish at best," Bush persisted in refusing to unveil a new economic program before January. All he offered was to speed up spending of \$11 billion in federal programs already on the books, which Colin Campbell, director of the public policy program at Washington's Georgetown University, called "Band-Aid stuff."

For months, Bush's friends had readily blamed the President's erratic policy course on Sununu, 52, who had managed to alienate even fellow conservatives in Congress with his high-handed and high-flying ways. The fall from grace began last April when *The Washington Post* revealed that he had commandeered military aircraft for private along jaunts—and even a trip to his dentist in Boston. Then, Sununu, who is of Lebanese descent, was named his travels by Monday items as "those who

don't like my call for evenhandedness [in the Middle East], the Jews."

Still, the Bush chief of staff appeared to survive each new blunder, protected by Bush's patronage sense of loyalty and a three-year-old political debt. In February, 1988, as governor of New Hampshire, Stener had evoked his party machine to win Bush his state's crucial Republican primary. But by then his wife, the country's stalled economy sinking Bush's poll ratings into a nosedive, even that sense of loyalty ran out. And the White House prize-keeper revealed a first since a TV news show last month he blamed his loss for "ad libbing" a demand for lower credit-over interest rates that helped send the stock market plunging 139 points.

Sununu received word that he had been out of the White House welcome from another seasoned presidential butcher: man Bush's eldest son, George Jr. Last week, finally realizing his isolation, Sununu handed Bush his letter of resignation aboard an Air Force One flight to Florida.

In a further show of action, Bush named the three men who will run his campaign—all of whom had refused to sign as if Sununu was a change. They are Commerce Secretary Robert M. Lauder, who ran Bush's 1988 lost re-election, Detroit politician Robert R. Taylor, a veteran of Bush's last two presidential campaigns, who also worked for the Canadian-born Conservative party in the 1970s, and President Maleski, who ran the 1988 Republican convention in New Orleans. Still, even that announcement provided controversy during the 1988 campaign. Maleski was forced to step down as deputy chairman of the Republican National Convention after revelations that, in 1971, he had counted the number of Jews in the U.S. Bureau of Labor Statistics, after President Richard Nixon had expressed suspicions that a "Jewish cabal" was responsible for anti-ethnic economic policies.

These appointments, including Stener's, further alienated conservative Republicans, who once saw Sununu as their chief ideological ally. Now, many are clamoring to support conservative renegade of Patrick Buchanan, expected to announce his presidential candidacy this week. Another rival is David Duke, the ex-Klan Klax leader who last month's Louisiana governor's race lost 56 per cent of the Republican vote. Still, Richard Viguerie, chairman of the United Conservatives of America, "Had all the conservatives here are so angry they would prefer George Bush to lose in 1992. He is a serious trouble."

Few, even among the President's closest confidants, would dispute Viguerie's conclusion as they look to Sununu to lead the United Republican coalition. Already, most express confidence that in doing so, the new Bush called his new "new right hand" will show better political instincts than Sununu did. After all, it was he who lost out of Washington for Thanksgiving. Stener set in the back seat of a USAir commercial flight.

MARK MC DONALD in Washington

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*Developing Canada: A Twenty Year Plan*  
*Discovering Our Unimagined Past*  
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Chocolate bars rolling along production line at Neilson plant in Toronto striving to become more efficient

## BUSINESS

# SWEET SUCCESS

For 32 years, Roy Rodé helped to found and stretch the toffee-and-peanut-butter confection that forms the centre of Canada's best-selling chocolate bar, Crispy Crunch. He and a partner used to toss each 36-lb. lump of the sugary substance back and forth eight times, a physically draining job first, before to make the candy filling light and fluffy. But for Rodé's employer, Toronto-based William Neilson Ltd., the 75-year-old method of producing Crispy Crunch bars was also time-consuming and labor-intensive. So last January, as part of its pre-purchase for exporting chocolate bars to the United States, the company replaced Rodé and his fellow toffee-stretchers with 48 million worth of German-made machinery. Now, Ro-

**CANADA'S TOP CHOCOLATE-BAR MAKER IS TRYING TO TAKE A BITE OUT OF THE HUGE AMERICAN MARKET**

dé's job is to monitor the equipment, which stretches and spins the toffee before extruding it in a long ribbon that is flattened, sliced and coated with chocolate. For Neilson, that was just one of many challenges to tackle the tough but potentially lucrative U.S. market.

The company's efforts appear to be paying off. Although Neilson declined to reveal its U.S. revenues, company officials say that sales of Crispy Crunch south of the border are currently in line with forecasts. Still, the firm clearly faces major challenges in vying for a significant portion of the \$6.5 billion that Americans spend each year on candy alone. On average, Americans consume 11 lb. of chocolate candy per person annually, compared with the Canadian average of 8.5 lb. But the U.S. market is

dominated by multinational corporations whose products are a well-extended product on store shelves. "It's a fantastic opportunity," says Neilson, president Arthur Soller. "But to survive in the U.S. market, we had to become more efficient."

Neilson's most recent is the latest step in the company's efforts to become more competitive. During the past two decades, as the toffee-bars' production has approached middle age, sales of chocolate bars have remained essentially flat in Canada. To step up production at its single, 40-million-pound plant, located in west-end Toronto, Neilson bought the Canadian chocolate business of Cadbury Schweppes Ltd. of Britain in 1987. By then, rationalization throughout the industry had reduced the number of major players in Canada to four from seven in 1980.

Other chocolate makers in Canada have experienced similar pressures. George Brothers Ltd., a family-owned firm that has made toffee chocolate in St. John's, N.B., for four generations, that the current pres-

ident, David Grogan, says that the company has been forced to adopt a new business strategy to counter attacks made by European competitors. During the past two years, Grogan has replaced the firm's ranking 120-year-old factory with a larger and more efficient \$10-million facility. He then established an export team, which has found buyers throughout the Far East and in Argentina. Third, Grogan built a small factory in Bangladesh, where lower labor costs have enabled the company to continue making labor-intensive, hand-rolled candies. However, Grogan says that his firm has had little success in the United States. "We find the American market extremely challenging."

Founded in 1894, Neilson has historically been Canada's leading manufacturer of candy bars. A wholly owned subsidiary of Toronto-based George Weston Ltd., the company had 33 per cent of the market in 1989 and reported sales of \$175 million. That compares with 26 per cent for Swiss-based Nestlé SA, 19 per cent for Mars Inc. of McLean, Va., and 28 per cent for Marsbury Foods Corp. of Hershey, Pa. But the Canada-U.S. Free Trade Agreement, Soller says, forced Neilson's managers to search for new ways of protecting the company's No. 1 position. Under the 1988 trade agreement, which aimed to eliminate tariffs on chocolate-bar exports over 39 years. Previously, the tariffs stood at 22.5 per cent for U.S. imports into Canada and seven per cent for Canadian exports to the United States.

Neilson's first response was to introduce a Japanese-style production process known as continuous agglomeration, designed to encourage even higher levels of quality. Production manager Ken Weir says that the company's 870 workers now have the right to stop the production line at any time if they notice a problem. In addition, newly installed machines monitor the quantity, temperature and consistency of the ingredients to ensure uniformity in the candy bars that roll off the production line.

The next step in trying to ensure Neilson's future was the decision to export. In January, 1990, Neilson executives agreed to lease their marketing efforts outside Canada on two of their most popular brands—Crispy Crunch. Mr. Dig. In addition to the United States, Neilson has begun selling the bars in Southeast Asia, where Mr. Dig has been licensed Bang Bang. The bars are already available in Singapore and Taiwan. Neilson plans to begin shipping both products to New Zealand next month and to Korea and Hong Kong in September.

But the challenge of marketing Neilson's products in the United States is far from easy. For one thing, the number of large retail chains there is far greater than in Canada. "In Canada, we have to make up for 20 key sales calls," says Howard Blomman, Neilson's vice-president of strategic development. "Down there, there are maybe 30,000. One small chain in the Midwest alone has 1,600 stores. Nobody here is that size." To avoid having to establish an on-U.S. sales force, Neilson formed a partnership with Pro Set Inc. of Dallas, the largest producer of trading cards in the world. Pro Set's 2,000 sales representatives visit in close contact with convenience-store owners and other retail clients, so it made sense for them to sell another, noncompeting product.

The effort appears to be succeeding. The \$1.65-million, seven-store chain, which has 6,500 U.S. outlets, recently agreed to carry Crispy Crunch and Mr. Dig bars year-round. And Wal-Mart Stores Inc.—the largest retailer in the United States in selling the bars for a three-month trial period.

Blomman says that it also helps that Neilson has a proven track record in Canada. The U.S. packaging for Crispy Crunch features a prominent claim to being "Canada's favorite bar." That, says Blomman, is often enough to persuade people to try his product. The company's research suggests that 20 per cent of first-time buyers will purchase the product again. To build brand awareness, Neilson plans to begin airing two of its four Canadian television commercials, at which a man and a woman pull each other's candy bar out, as if it were a television set, however, declared to identify the extent to which the ads will be broadcast. "Your competitors know where we will be running ads," he explained, "they will use it in their sales force to buy up our product. That way, we can't let them out of our sight." With positions like that, it is no wonder that Canadian firms sometimes find it hard to give a piece of the U.S. market.

BARBARA WICKENS

## Business Notes

### MAXWELL IMPHE CRIMINALS

The heirs of the late British publisher, Robert Maxwell applied for bankruptcy protection for the family's privately held, London-based company. In well-known cases of the Maxwell-owned New York Daily News and a similar application under U.S. law. The move came after Maxwell-owned newspapers reported that \$1.1 billion in cash disappeared from the company's past weeks before Maxwell died. Under the bankruptcy court's provisions, the new chairman of the family's London-based Maxco Group Newspapers, Inc., said that company accounts revealed "the increasingly desperate schemes of a dispossessed man."

### GIVING UP

The number of jobs in Canada fell by 48,000 last month, to 22.3 million, but Statistics Canada also reported that the seasonally adjusted unemployment rate remained at 10.3 per cent, because 45,000 unemployed people gave up looking for work.

### BANK BONANZA

Canada's two largest banks reported record profits for the year ending Oct. 31, even though both suffered higher losses because of the weak economy. The largest, the Royal Bank of Canada, earned \$963 million on revenues of \$5.8 billion. The Canadian Imperial Bank of Commerce, meanwhile, reported profits of \$811 million on revenues of \$5.1 billion. All of the major banks are benefiting from a wider spread between the amount they charge borrowers and the interest they pay to depositors.

### CENTRAL UNDER SIEGE

Shareholders in Central Capital Corp. planned to bid their value—just 60 cents each—after the Halifax-based company reported a third-quarter loss of \$254 million on revenues of \$44 million. Much of that shortfall stemmed from the \$156-million loss reported a year earlier by the firm's struggling travel company subsidiary, Central Guaranty Travel Co. At the same time, Central Guaranty Travel agreed to sell all 48 of its branches east of Ontario to the Montreal-based National Bank of Canada for an estimated \$90 million.

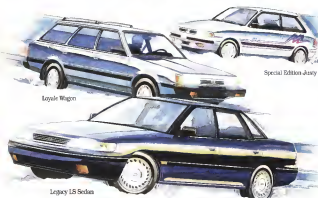
### PAN AM FOLKS

Pan Am Corp., the 64-year-old U.S. airline that announced its withdrawal from the airline business, is expected to return after Delta Air Lines Inc. revealed its decision to acquire a 49-per-cent stake in the airline for \$450 million.



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## BUSINESS WATCH



# A yes to Quebec from mid-Canada

BY PETER C. NEWMAN

I was interviewing George Richardson last week, the Winnipeg Democrat and grain merchant who is the most powerful businessman west of the Lakes, and he was saying all the right things.

He approved the idea of Quebec being singled out as a distinct society—"They are distinct, and they should be so recognized," he added that it was obviously essential that Quebec stay in Canada. "It's ridiculous to flippantly say, 'Let them go.' There will be no Canada, we will just disintegrate from there."

Then I asked him a practical question: If Quebec did separate, how would he get his grain to transatlantic markets? "It would have to be worked out," he replied nonchalantly, then leaned forward and, in an unexpected move, agreed: "We might have to go down the Mississippi."

It was obviously not the first time he had considered the prospect, but his remark brought into focus just how shattered this country and our economy would be if Quebec did decide to strike out on its own. It's easy enough to see how the Maritimes would be isolated, but the West needs to operate as a transnational setting as well, and any geographical gaps would seriously damage the Prairie economies. "Western Canada would stand a poor shot," the St. Lawrence News, Richardson continued. "But Quebec needs things from Western Canada, too. It has an other source of natural gas. We shouldn't be forgetting them. These are problems that need discussion and understanding."

Richardson opposed Meech Lake, mainly because of the way it was presented, but he enthusiastically supports the current Ottawa proposals. "In the last round, everything was too cast in stone, but now there is firm ground from which to begin talking." He is nervous about the deadline imposed by Quebec's referendum legislation, but believes that "We should be able to accommodate it and show progressively in the new year. Maybe I'm too optimistic, but I would hope that if there is

*'They are distinct, and they should be so recognized. If we let Quebec go, there will be no Canada, we would just disintegrate.'*

positive movement in the discussions, the deadline could probably be extended."

The same problem Richardson has with the Meech government's current Canada Round proposals is that three members of the Supreme Court would be perpetually appointed from Quebec. "That's not-fair of the court's justice," he points out, "and it seems a bit inflexible to me that there would never be better people from other parts of the country who shouldn't be represented."

Although Richardson's brother James was a minister of Pierre Trudeau's cabinet, the family doesn't belong to any political party. "We're constantly judging the players," he says, "and supporting those in positions of power who we think are doing the best job." He's impressed with the "common-sense approach" of the Reform party, but has not become a member.

His disaffection with the Tories is based squarely on his belief that they didn't bite the bullet hard enough on deficit-cutting when the economy was still healthy. "They had the mandate to strengthen our fiscal position, and even if they're getting at it now, it's too little, too late. Take unemployment insurance. They increased employer contribution last

year and are doing it again. I don't want to be misinterpreted. The unemployment insurance should be there, but it should be there for the right people, and it should be properly funded, which would have been a lot easier to bring about when there was better employment than there is today. You didn't need to be a genius to realize there was going to be a problem."

While he's happy with Ottawa's monetary policies and agrees Bank of Canada governor John Crow for reducing inflation rates, Richardson remains doubtful against the Mulroney cabinet's push efforts to deal with fiscal deficits. "We'll see their own hearts," he maintains. "They know that they haven't done enough, and that's where the Canadian public are short of their government."

He remains happy about free trade and supports an extension of the deal to Mexico, mainly as a new market for Canadian agricultural products. "We isolate ourselves in the northern part of North America and's realistic; we'll just shovel ourselves," he believes. "The biggest thing we have to do in Canada is to make it our own market. The protection trade barriers we still have are just unbelievably restrictive."

The Richardson group of companies, which chairman George runs from the top floor of the family's office building in Winnipeg's historic center of Portage and Main, now has annual sales of just under \$2 billion—and all of its revenues come in its own hands. His Prairie Grain Co. is Canada's last major privately owned grain trader, still maintaining about 200 elevators across the Prairies.

As might be expected, Richardson has some strong views about the economic disparity in Canadian agriculture. "I'm personally optimistic that the Canadian government's negotiations at GATT have reached the stage where there will now be some meaningful reductions in farm-subsidy programs," he says. "The U.S. can't sustain what they're doing, and the U.S. government doesn't want to keep it up either. As soon as both these major powers come to their senses, there will be some agreement."

The family conglomerate includes Richardson Greenfield, the only large Canadian investment dealer that remains independently owned. Richardson Greenfield has the country's largest road network (60 offices worldwide) as well as the second-largest mergers-and-acquisitions department. Another subsidiary, Marine Finance Ltd., is busy building up oil and pipeline, while another subsidiary company participates directly in oil exploration, mainly in Manitoba.

Richardson's most surprising recent success is in real estate, the business that has become such a killing ground for most entrepreneurs. The head of his investments is a Lake Tahoe, in Nevada, where the Richardson owns several major recreational properties.

George Richardson is an optimist, both about his country and his business. But he's also a realist. And he had to be. He'd be the first to lose to larger Canadian grain down the Mississippi River.



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# The Fate Of The Earth

**THE EARTH SUMMIT IN BRAZIL AIMS TO AVERT A GLOBAL DISASTER**



Every day, about 400 tons of largely untreated industrial and household effluent pour into Rio de Janeiro's graceful Guanabara Bay, beneath the landmark Sugarloaf Mountain. Indeed, the quantity of garbage and sewage polluting Rio's waters and watersheds prompts beachgoers to stay out of the water. But now, a \$500-million cleanup of the city is under way, and the Brazilian government has earmarked almost \$5 billion to install new sewage-treatment facilities as part of the campaign to purify the waters of Guanabara Bay. At the same time, a \$150-million elevated light-railway system is being built to coincide with an event that is expected to bring more than 50,000 people from nearly every nation in the world to Rio next June. Billed as the Earth Summit, the United Nations Conference on Environment and Development (UNCED), inspired by Canada's Minister of the Environment, will be attended by delegates from the 148 UN member nations and at least 70 heads of state, including Prime Minister Brian Mulroney. The goal of the summit, to agree on a set of principles and conventions that will set the world on a new environmental course and, perhaps some day, eradicate the kind of pollution symbolized by Rio's tainted waters.

The summit, which is scheduled to run from June 3 to 12, has created high expectations among many environmentalists, scientists and politicians who say that the world's environmental problems, ranging from deforestation and air pollution to the ecological damage wrought by poverty and overpopulation, are reaching a critical point. But disagreements between rich and poor nations during a series of

preparatory meetings have raised the prospect that the summit negotiations might fail to agree on concerted measures to arrest global environmental degradation. Still, many of the government officials involved in the planning process insist that the time has come for the world's governments to take collective action. Said Vitor Figueira, a senior Environment Canada official who is head of a federal secretariat that is co-ordinating Canada's summit preparations, "I don't think the world can afford a failure. If we continue to develop the way we have for the past 50 years, then the planet is in trouble."

If the Rio conference succeeds, it could begin a process of change leading to the creation of a significantly different kind of world. International cooperation and a slower and changed approach to development would help to correct such problems as freshwater and ocean pollution, the accumulation of toxic waste and the wholesale leveling of forested lands. Over time, Third World poverty would be eradicated, and the migration to sprawling mega-cities that spew pollutants into the atmosphere and generate mountains of solid waste would be reversed as economic progress in the countryside and villages resumed. On the highways of the future, buses and automobiles powered by electricity and other nonfossil fuels would be the rule. And private cars might even be banned in cities. Instead, city dwellers could use credit cards to activate publicly owned, electrically powered cars. When a driver arrived at his destination, he would simply leave the car for the next user. That is the kind of new world order envisaged by Strong, the Canadian businessman and environmentalist who is UNCED's secretary general and the driving force behind the conference (page 34). Said Strong, "We



PHOTO BY AP/WIDEWORLD

would be meeting about to what I call levels of accelerated modernity."

The Rio conference has promising short-term objectives as well. Conference organizers say that if all goes well, world leaders will conclude their deliberations by approving a series of key documents that could then be incorporated into domestic legislation. The Rio accords would outline an international convention aimed at reducing, and in time reversing, the emission of massive gases in the Earth's atmosphere that many scientists say will lead eventually to dangerous climate change. Another objective would promote the global's abundance of genetic diversity by protecting biodiversity (plant and animal) species.

**Principles.** The summit is also expected to propose a set of principles to preserve large tracts of the world's old-growth forests and to encourage forestry firms to fall trees selectively and carry out more efficient replanting programs—practices that some forestry experts say Canada already follows (page 40).

Another document that will emerge from Ottawa is the Earth Charter, which is expected to declare the responsibility of all nations to protect the Earth's ecosystem, call for efforts to eliminate global poverty and proclaim the principles of sustainable development—a complex theory that advocates lower rates of consumption, increased grassroots influence in development decisions and forms of economic growth that also preserve the planet's resource base.

The Rio summit will also produce a document entitled Agenda 21, which is intended to set out areas of economic and environmental cooperation that the world will use to flat country. "The stakes are high," strongly held Maclean's. "The evidence is becoming so persuasive that we must take fundamental action. I have to believe that the leaders of the nations of the world will rise to that responsibility. Every country is going to have a role to play in global problems—rising on the subject of the world's environment. The Rio meeting will be the largest UN conference ever held. It will set governments of the world as estimated



Settler-hunt crops and burned trees in Brazil: 80 million acres lost in past

830 million. Set against the spectacular backdrop of modern Rio, the conference will unfold inside a conference centre known as Rio Centro, about 20 km west of downtown. With an estimated 4,000 delegates and government officials from around the world, as well as a crowd of more than 2,000 journalists and broadcast technicians, gathered at the convention centre, a parallel meeting will take place near Rio's downtown Flamingo Park. There, at a conference tentatively designated the "80 Global Forum," thousands of members of organizations representing environmentalists, young people, women, aboriginal peoples and other groups from more than 200 nations will promote their

own views of the world in the 21st century—and by their very presence, set added pressure on the summit to produce concrete results.

Indeed, organizers of the summit say that the conference is intended to reflect the concerns not only of governments, but also of the world's citizens. After the UN's organizing committee requested last year that national governments endorse non-governmental organizations in the pre-conference planning process, several hundred activists and many Third World countries made funds available to groups that wanted to make their views heard. In Canada, the Ottawa-based Canadian Participatory Committee for UNCTD serves as a link

between federal officials involved in conference preparations and hundreds of organizations across the country representing environmentalists, native peoples, women, youth, religious groups, labor organizations and others.

Settler-hunt crops and burned trees in Brazil: 80 million acres lost in past

Mac MARGOLIS is Rio de Janeiro



Strong: The stakes are high. The summit is strongly grounded that we must take action



Harrell: If we do not solve poverty, how can we solve environmental problems?

between federal officials involved in conference preparations and hundreds of organizations across the country representing environmentalists, native peoples, women, youth, religious groups, labor organizations and others. Settler-hunt crops and burned trees in Brazil: 80 million acres lost in past

In Rio, the Canadian delegation, which Mulroney may lead, will have its own series of special summit. Federal officials say that Canada's strongly supports a global convention to stabilize climate on the atmosphere. As well, Canada wants UNCTD to take steps to halt confounding of the world's assets, and supports the idea of a conference declaration in favor of sustainable forestry practices—despite the fact that some of Canada's current forestry activities may not meet the definition of what is sustainable. Federal Forestry Minister Paul Okalik acknowledges that in some parts of Canada, "there is no doubt that we are over-cutting. There are danger spots that have to receive attention." But he added: "There are no problems that I can see that are beyond resolution."

Disagreements between industrialized and developing nations have emerged during negotiating sessions leading up to the Rio summit, as well as a refusal by the United States to commit itself to a number of crucial issues, could cause UNCTD to fall short of its lofty goals. During a series of meetings of the conference's preparatory committee that be-

gan in August, 1991, in Nairobi, a group of developing nations led by India and Malaysia have demanded that the industrial nations, which they say have been largely responsible for damaging the global environment, set up anti-deforestation efforts. The money would be used to enable poorer countries to develop economically and eradicate poverty without creating new sources of pollution. As well, Third World nations want access to modern technology, including clean-burning furnaces and other environmentally acceptable equipment, at preferential prices.

**Continuity.** But negotiations for the industrialized nations, many of which are currently struggling with severe recessionary conditions, have to be completed carefully by the Third World Assembly. And U.S. negotiators have already refused to consider setting aside new forests outside of existing foreign-owned concessions. "There must be some kind of mechanism so that the Third World can get the technology they need to protect the environment," said Herman Harrell, coordinator of the Malaysian permanent mission to the United Nations in New York City. "So far, we don't see that the developed countries are really serious. We want action, not words."

Washington has also obtained a tough stance during negotiations on a proposed climate-change convention, which would aim to stabilize the emission of gases that scientists say are responsible for the so-called greenhouse effect. Experts say that the phenomenon could force the Earth's temperature to rise dramatically during the next century. So far, American negotiators have refused to consider specific targets and timetables for stabilizing or reducing emissions of carbon dioxide (CO<sub>2</sub>), a product

of combustion involving petroleum, coal and other fossil fuels that scientists say is largely responsible for the greenhouse effect. Some European countries, including Austria, Denmark, the Netherlands and Germany, are already committed to reductions in CO<sub>2</sub> emissions of up to 25 per cent by the year 2000. Under Ottawa's March, 1990, Green Plan commits Canada to reducing CO<sub>2</sub> emissions at 1990 levels by the year 2000. The Green Plan estimated that if no action was taken, CO<sub>2</sub> emissions in Canada would increase by 17 per cent between 1990 and 2000. The proposed convention on greenhouse gases would resemble the 1987 Montreal Protocol, under which signatory nations undertake to phase out production of chlorofluorocarbons, a chemical that scientists say is damaging the Earth's protective ozone layer.

American negotiators are pressing for a convention that would address a wide range of emissions, including methane and nitrous oxide, along with CO<sub>2</sub>. As well, U.S. officials have rejected the idea of specific reduction targets and instead set Phragmen's 1990 Green Plan as a fact and a variety of intergovernmental measures will lead to a significant net reduction in emissions in the United States by the end of this century. Still, some observers say that the American rejection of specific targets may only be a bargaining position. By agreeing to that stance in Rio to stabilize CO<sub>2</sub> emissions at 1990 levels by the end of the century, the United States, said Robert Harrell, an expert on atmospheric issues with the environmental organization Friends of the Earth in Ottawa, "could suddenly appear as a hero of the conference."

Negotiations on the proposed global convention on genetic diversity—"biodiversity"—in conference shortlisted—have also been marred by differences of opinion. Most nations agree that as forests and other habitats are destroyed, so are the diversity of plant and animal species in being rapidly depleted. Scientists estimate that the Earth is probably losing between 10 million species of animals and plants. But they say that as a result of habitat destruction, overhunting and other causes, as many as one-quarter of those species, ranging from Africa's northern white rhinoceros to southern Africa's elephant tree, could be extinct within a few decades. "It is difficult to exaggerate the importance of this issue," said John Harrell, director of Environment Canada's office on biodiversity. "We are really talking about life on Earth."

As well, scientists say that the loss of biodiversity risks human society of potentially valuable genetic material that can be used to create improved agricultural plants and new pharmaceuticals. Indeed, more than 25 per cent of the world's prescription drugs originate from genetic material that grows in the world's rare forests, which are currently being felled at the rate of 50 million acres a year. The anti-cutting drug voriconazole, for one, is made from a plant found in the Indonesian rain forest.

An important aim of the convention on biodiversity would be to encourage all countries to

## SLOWING DOWN THE DESTRUCTION

When delegates gathered in Rio de Janeiro for last June's Earth Summit, they will discuss ways of halting worldwide environmental degradation. But many participants will also look for evidence of improvement in Brazil's spotty environmental record. Indeed, some Brazilian experts suspect that former president Collor's government's decision to promote Brazil as host of the UN conference could prove embarrassing. During Sarney's period in office, from April, 1965, to March, 1990, ranchers and settlers burned hundreds of thousands of square miles of Brazil's rain forest to make

land available for agriculture. And in December, 1984, two Amazon ranchers murdered environmentalist Francisco Alves Chico Mendes, who had campaigned for the preservation of the forest. Environmentalists also expressed concern over about 60,000 prospectors who invaded Brazil's Amazon River basin in 1987 and began pillaging mercury into the environment in their search for gold.

For his part, Fernando Collor de Mello, the media-conscious politician who succeeded Sarney in March, 1990, made protecting the environment part of his inaugural speech. Collor intended to leave the destruction of rainforests under by gold prospectors in the hands of the state, which usually occurs during July and August, would likely be more effective. Collor claimed that after a new and a half of Collor's administration, the price

and wide-spread biological resources that would be all but lost to biodiversity and other developers. In return, nations in the Third World, where most of the world's biodiversity is located, want industrial nations to make funding available to compensate poorer countries for the resources lost when the resources are cut up.

The debate over financing has led to a widening gap between rich and poor nations at the negotiations leading up to UNCED. "The key areas of financial and technical resources," says Jean-Claude Pelay, the French-Polish environmentalist who heads UNCED's office in New York, is "politically an extremely difficult question, and one which does the least will probably

million of Third World citizens in Africa, Asia and Latin America to dig down a very available tree and farm their land to exhaustion simply to survive. "I've done save poverty," said Malaysia's Razali. "I do not see how we can solve an environmental problem."

So far, calls by the Third World for new financial assistance and new technology at preferential rates have met with a muted response from some industrialized countries—and rejection from the United States, which as the world's largest creditor would be expected to contribute heavily. "The Third World wants the UNCED negotiations as a tool to get some advantage out of the industrialized world," said a senior state department official

without naming environmental policies.

In the same time, other steps at compensating Third World nations for environmental resources are under study. Under one proposal aimed at preserving biodiversity, Western governments would encourage pharmaceutical firms to form partnerships with developing nations to develop drugs based on plants that grow in tropical forests. As a demonstration of how such partnerships could work, the Relyway, N.J.-based Merck & Co. pharmaceutical firm signed on Sept. 29 a \$1-million, two-year agreement with Costa Rica's National Institute of Biodiversity. Under the agreement, scientists employed will search for promising plant species on behalf of the drug company.



■ **Bork:** "If we continue in doing the way we have for the past 50 years, the planet is in trouble."



■ **Bork:** "The key areas of success will probably come at broad the summit."



Children scavenging in polluted Beijing wastewater recycling a critical point

for the make-or-borrow dilemma" for the negotiations on climate change and biodiversity. According to Douglas Howell, director of the Canadian government team at the climate change negotiations, the world's developing nations "are saying that the developed nations caused the problems and that it's their responsibility to pay compensation to the developing countries."

**Poverty:** On an even more fundamental level, the argument between rich and poor nations turns on what trade is really about. While Canada and other industrialized countries see the meeting as an opportunity to take decisive action against harmful environmental practices, officials from Third World countries, where about 80 per cent of the world's population lives, have expressed more concern about the word "development" in UNCED's title. Third World spokesmen argue that widespread poverty and developing countries is itself a major cause of environmental degradation, leaving

in Washington who agree on condition of anonymity. "But writing blank checks is not the answer."

Despite the U.S. refusal to consider new forms of financing, UNCED officials said that Senegal still hoped that a way could be found to set up cash funds that would assist Third World nations in protecting their environments and controlling emissions into the atmosphere. In July, Senegal asked former Japanese prime minister Noboru Takeshita to help look for a solution to the funding issue. As a result, Takeshita scheduled a meeting in Tokyo next April of experts on environmental issues, including former World Bank president Robert MacNamara, Paul Volcker, a former U.S. Federal Reserve board chairman, and former British prime minister Margaret Thatcher. Participants at the meeting will explore ways of raising the billions of dollars needed to encourage Eastern European nations and other developing countries to develop their economies

without increasing environmental pollution. In the same time, other steps at compensating Third World nations for environmental resources are under study. Under one proposal aimed at preserving biodiversity, Western governments would encourage pharmaceutical firms to form partnerships with developing nations to develop drugs based on plants that grow in tropical forests. As a demonstration of how such partnerships could work, the Relyway, N.J.-based Merck & Co. pharmaceutical firm signed on Sept. 29 a \$1-million, two-year agreement with Costa Rica's National Institute of Biodiversity. Under the agreement, scientists employed will search for promising plant species on behalf of the drug company.

**MARK NICHOLS** with  
**KEAC MARGUEN**  
in Rio de Janeiro

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# THE MAN FOR THE JOB

Canadian Maurice Strong chairs the Earth Summit



During the mid-1960s, as environmental concerns became a major theme in Africa, Maurice Strong, the Canadian businessman who can relief specialists there between 1985 and 1986 as executive coordinator of the United Nations Office for Emergency Operations in Africa. "There was suffering, death and mass movements of people under conditions of tremendous privation," said Strong. "These issues have me." An executive general of the United Nations Conference on Environment and Development in Rio de Janeiro, Strong is struggling to find solutions to problems that plague humanity, and the planet itself. Those who know Strong say that there are few men better suited to the task. "How do you see the world?" asked William Helt, a Toronto businessman who has worked with Strong. "Maurice just says, 'Let's figure out a way to do it.'"

Largely self-educated and a maverick by the time he was 30, Strong is not a casually impressive or charismatic figure. With his thinning hair neatly combed back and a carefully dark suit, Strong, 62, projects an image that might belong to a small-town businessman. In reality, he is an influential international diplomat who has regularly between world capitals to confer with political leaders. As a successful entrepreneur who says that global ecological problems are reaching a critical stage, Strong has credibility both as financial and environmental circles and across the divide that separates risk and power interests. Some environmentalists express concerns that such a leader's role, however, is that of a funding advocate to global environmental problems, could fail as a result of disagreements among participating nations. They add that one

of the challenges facing Strong is to prevent that from happening. Said Sir John Giddens, a small lawyer at the Toronto-based Canadian Environmental Law Association: "Strong's role is going to be critical. He is the key player."

Strong's record of achievement is impressive. In Canada, he has been instrumental in setting up major federal organizations—the Canadian Environmental Development Agency (CDEA) in 1986, and the national petroleum corporation, Petro-Canada, in 1965. As well, he organized the 1972 Stockholm Conference on the Human Environment and later headed the UN Economic

Commission. A pillar of the Colorado Water Court in Montreal rejected APN's application to begin pumping 36.3 million gallons of water a year out of the aquifer beneath the valley. Lawyers for APN said last week that no decision had been made on whether to appeal the court's decision. Said Christine Goss, director of Ontario for Seneca Valley Water, a 1,500-member group that opposes APN's plans: "I think when he originally conceived this idea, Maurice didn't understand the consequences in the way that he does now that a lot of people haven't gotten it all going in the first place."

Concern: Strong's career has been marked by an evident concern for people and for the environment. He was born in Oak Lake, Man., 30 km west of Brandon, where his father, Frederick, lost his job with the Canadian Pacific Railway during the Depression. When he was 14, Strong struck out on his own. He worked as a warehouseman at the coast of British Columbia. Then, at the Hudson's Bay Co. took him on as an apprentice for

trader and sent him to Chesterfield Island in the Northwest Territories, where, and Strong, "I lived very close to the local people, learned their language and learned a lot about how people live close to the earth."

By the 1940s, after taking several business courses in night school, Strong turned his attention to the oil-and-gas business and worked as a geologist assistant at Winnipeg and Calgary. With a growing reputation for conservation and efficiency, Strong became a vice-presi-



San Luis Valley: people haven't forgotten that he was the impetus for getting it all going in the first place

dent and treasurer of DuPont Petroleum Ltd. in 1954. It was the first in a succession of high-level jobs. In 1983, Peter Thomson, chairman of Montreal-based Power Corp., made Strong president of the giant resources and investment company. During that period, Strong built the basis of his later wealth as the result of stock options from DuPont Petroleum and Power Corp. In 1986, Prime Minister Lester Pearson launched Strong's career as a public official when he picked him to set up and head CDEA, which was created to run Canadian assistance programs as developing nations. When Trudeau's Liberal government decided to establish a national petroleum company in 1975, the Prime Minister chose Strong for the job.

Strong's experience at CDEA and his growing interest in environmental issues made him a frequent choice for his next job: as Secretary General of UN Habitat called on Strong to organize the 1972 Stockholm conference that gave international recognition to emerging concerns about the global environment. As a result of the meeting, the United Nations in 1973 established the UN Environmental Program to monitor global ecological issues and sponsored Strong to head the agency, with headquarters in Nairobi.

It was an assignment during the late 1970s that led to Strong's involvement in the Colorado water project. He and some business partners bought the Denver-based Arroyo Land and Cattle Co. One of its assets was the Basa Grande Ranch in the mountain-ringed San Luis Valley. Strong fell in love with the valley, and so did his Denver-based second wife, Rose Strong had married Pauline Olverie in 1962; they were divorced in 1980. According to

Strong's son Kenneth, who lives in Ottawa and who serves as vice-president of the family holding company, Vancouver-based Stovest Holdings Inc., his father became involved in the water issue under the valley when the U.S. government launched a project during the early 1980s to divert water into the Rio Grande. According to some estimates, the aquifer under the valley contains 600 trillion gallons of water equivalent to the flow of Niagara Falls for 38 years.

According to Kenneth Strong, his father originally envisaged using the water locally to mine and to irrigate a proposed brewery. But some of the investors involved in what proved a larger project, involving a proposed pipeline to supply water to the suburbs of Denver, 360 km north of the valley. Maurice Strong says that he disagreed with his father's plan. "The Holdings and another group consolidated their control" of the firm, Strong told *Maclean's*. "I had a lot of differences with them and I was basically pushed to the sidelines."

**Reverie** As a result, in 1989 Strong donated his 25-per-cent interest in once to a nonprofit foundation in Kalamazoo, Mich. He retains a royalty position of just under two per cent that currently has no value. Earlier, Strong donated about 600 acres of land to groups that included a Carmelite monastery and a Hindu retreat, which form a spiritual community in the valley. When the Colorado Water Court began hearing its case in October, the 79,000-acre plot to the firm's application included the U.S. government, the state of Colorado, the Carmelite monastery and local residents.

Since last year, Strong, who spends much of his life abroad, often and who creates the

Athletic, nearly every week, has lived in a rented house in the Geneva suburb of Annecy. A diabetic dependent on daily insulin injections, Strong works painstakingly long hours. Said businessman Helt: "He has a very high energy level." Along with his duties as a UN official, Strong continues to manage his personal fortune, which he shares with Frederick, who is president of Stovest, has estimated at about \$10 million. Most of Strong's energy is currently focused on arrangements for the conference that will unfold in Rio de Janeiro next summer. Strong says that one of his principal objectives is for the conference to set in motion changes that will reduce the poverty of developing countries through such measures as restructuring or foregoing Third World debts and encouraging trade with poorer nations. "We must realize," said Strong, "that we cannot meet global environmental goals without the co-operation of the three-quarters of the world's people who live in developing countries. We therefore must help them to enjoy some of the benefits of technological civilization."

At the same time, Strong says that it is essential to tackle global environmental problems before they become overwhelming. "If we don't do it now," says Strong, "then I ask, When will we do it? Nobody can say the sure what it is, but it is very hard to envisage another opportunity like the one we will have in Rio next year." The daunting task that Strong will face in Rio de Janeiro will be nothing less than to persuade competing nations and blocs to subordinate their differences in the interests of the global future.

MARK MCNEIL in New York City



Strong is New York City office struggling for solutions

model Program. "His dedication to the environment and the global community is extraordinary," said Ivan Helt, a professor of law at the University of British Columbia who served as an adviser to Charles-Thomas Maurice, Pierre Trudeau during the 1960s and 1970s. "He is a very generous, decent human being."

Still, some critics have questioned the depth of Strong's environmental convictions as the 1980s to pump water from a vast reservoir that

# A DELICATE BALANCE

Canadian forestry practices are under fierce attack



The four-wheel-drive pickup truck bounced over a rutted logging road deep in a hardwood forest in eastern Ontario's Lennox County, about 100 km northwest of Ottawa. Martin Stuart, the 38-year-old provincial government forester for the area, pulled to a stop in a clearing. Then, on foot, he picked his way through a tangle of maple, oak, pine, larch and hemlock trees. A few hundred metres into the 200-acre lot, a piece of privately owned Crown land that is being logged again courtesy of Adco Forests of Lennoxville, Que., Stuart walked up to a twisted, yellow birch and pored at a bundle of twigs and sticks. It was the rest of a raw red shouldered hawk. Stuart said that because a government survey crew had found the nest during the Ontario ministry of natural resources had limited Pender's logging rights within a 25-acre buffer zone around the nest so that it would not be disturbed. "The forest has many uses," and Stuart, who espouses balanced and environmental standards for 50,000 acres of forest in the county. "We hope we're doing good timber management, but we are also trying to do good red-shouldered hawk management." He added: "What we have here is essentially a balancing act between one end and the other."

The balance between the harvesting of timber and the recreational, environmental and spiritual values inherent in Canada's vast forests has moved to the top of the public agenda. In a December poll in June, six in 10 Canadians said that nature should be done to protect the environment, even if it costs jobs. With \$40 billion in annual sales, the forests provide the nation's largest, most economically important single industry. But the forests are also an enduring emblem of Canadian outdoor identity, a cause embraced by environmentalists in Canada and abroad. Some European and American environmentalists say that the rate at which Canadian firms are clear-cutting forests and cutting down stands of old-growth trees rivals the devastation in Brazil's Amazon rain forest. International critics, some of whom have threatened to try to impose a boycott of Canada's \$2-billion forest products export trade until the nation's forestry practices are reformed, argue that the Canadian forests are vital

to the well-being of the planet. Saul Michael Plim, director of the Tsimshii, Waa-koow, U.S. environmental network, Panada of the Trees Society. "Your management up there is far worse than anything in the United States, and we're not even sure."

Stuart, however, and industry spokesmen and other forestry experts say that Canadian forest management is changing to meet the challenges posed by growing environmental concerns. Said Paul Goss, executive director of the Ottawa-based Canadian Nature Federation, an association of 145 affiliated conservation groups: "People are starting to wake up

before Forest Attack. In 1985, McCowry travelled across Canada documenting capital-spending projects by pulp and paper mills. He says that she found that at least 30 mills were being built or expanded, largely in Western Canada, at a total estimated cost of more than \$15 billion. In Alberta alone, the provincial government has in the past five years set aside a forest area about the size of the United Kingdom to supply raw material for new or expanded mills. And in Manitoba, a single company, Montreal-based Repap Enterprises Inc., secured timber-cutting rights in 1989 on one-sixth of the province's total area.

But spokesmen for the forestry industry say that they are behaving more responsibly in the area of environmental concerns. And even many environmentalists acknowledge that major changes are under way in the conventional forestry industry, which employs one in every 14 Canadians. Forestry Canada's Munn says that the industry is gradually accepting the concept of sustainable development. "We started out in this country with a pioneer mentality when the forest was an enemy," said Munn. "Then we saw it as a commodity. We harvested and sold it. And then we started realizing that this resource is not as limitless as we thought it was." As a result, Munn says, everyone in the industry will be compelled eventually to see the forest not only as a source of timber, but as wildlife habitat and as a natural resource that interacts with soil and water and plays a role in maintaining the planet's ecological health.

Forestry Canada's Munn figures show that only 3.6 per cent of the 600-million-acre forest land considered "productive" in all kinds of logging, while Plim of the Friends of the Trees Society argues that at least three to four per cent amount should be set aside. And clear-cutting, in which logging cut down all trees from a forested area regardless of their age, size or species, troubles many environmentalists. They contend that clear-cutting, and the logging roads that lead to them, can destroy and convert, erode, erode, erode, erode, erode habitats—and even alter the climate.

Still, many scientists contend that the disappearance of forests is directly related to climate change. They say that the buildup of atmospheric carbon dioxide in the Earth's atmosphere promotes global warming, and that the process



could be accelerated by the destruction of forests, which in the past have helped to remove carbon from the atmosphere. Photographs taken from space satellites show swaths of previously cleared forest, including an expanse in Northern Ontario at about 300 000 acres, have become prominent features of the Canadian landscape. "We have not always been very gentle," says University of British Columbia forestry professor Frederick Bursell.

**Regulated:** While forestry firms that cut trees on provincial land are usually required to reseed or replant the harvested areas, advocates of stricter measures say that reforestation programs are sometimes neglected or omitted and overestimated. Indeed, a report published by Forestry Canada in April 1990, estimated that the number of trees cut down in Canada between 1976 and 1986 outstripped regeneration programs by 82 million acres, an area equivalent to one per cent of Canada's productive forest land. Said Forestry Minister Frank Oberle: "We are harvesting perhaps more than we should."

Even so, Canada's professional foresters, the men and women who are experts in forest management, also express concern over the cuts in which forests are being harvested. Forestry Canada survey of 4,500 foresters published in January showed that fewer than three in 10 rated the condition of forests in their province as "good" or "excellent." More than three-quarters of those surveyed said that there was a growing scarcity of timber in some parts of Canada, and nearly half of the foresters surveyed in British Columbia said that the prospect of maintaining a supply of wood at current harvesting rates was "poor."

As well, some critics say that even when cut areas are reforested, logging causes excessive efficiency by planting faster-growing but less desirable tree species, or by planting only a single species. Scientists say that when an old-growth forest is replaced by a single species, a wealth of biological diversity in the form of plants, animals and birds may be lost. Said Greg Wilson, executive director of the Canadian Forestry Association, an Ottawa-based federation of provincial forestry associations: "There have been a multitude of cases of forest wood stands being harvested and then replanted with single species. That's not good."

**Challenges:** There are signs that the challenge is being taken up by an industry that, even in the grip of a recession that has seriously slowed new sales, is the economic mainstay of 244 Canadian communities. Said Pierre Leclerc, a spokesman for the Montreal-based Canadian Pulp and Paper Association: "The industry believes it is managing for sustainable levels of forest resources and timber resources. We're doing all kinds of things to make this happen."

Indeed, at Fieldwood of Canada Ltd., a finishing, pulp and sawmill operation employing 800 people at Hinton, Alta., 250 km west of Edmonton, company officials said that keeping

Canadians at Nova Scotia project: less of an impact

and realize that our logging affects our watershed population, our soil, our water quality everything." Said Jay Munn, assistant deputy minister of Forestry Canada, the federal ministry charged with working with the provinces and the forestry industry to conserve the resource. "We are moving from seeing our forests to managing them. A very crucial shift is taking place."

**Unpredictable:** But if such a shift is occurring, it is apparently almost unpredictable to such forest-protection advocates as Colleen McCowry, an environmentalist from New Denver, B.C., who acts as spokesman for a New Denver-based organization called Canada's

a sharp eye on the environmental and social values of the forest has become an article of faith. Wildwood, which recently spent \$500 million on new mill machinery, has had to invest about 2.5 million acres of forested land in the area since 1954. After more than 30 years of cutting, only 250,000 acres of that land has been logged, according to company forest resource manager Donald Landley. And almost all that has been logged is regenerated either naturally or through techniques such as planting or growing the logged land. Thinning of treecrowns is usually cut more than 20 years ago is scheduled to begin in another decade.

The same kind of concern has emerged in the U.S. and has generated either resistance or thoughtful compromise. In central New York, two local forest companies have joined forces with the federal and provincial governments and community groups to develop what they call a "multi-stakeholder sustainable project" in the St. Mary's River area. Anne Casanovi, an environmental educator in Adirondack Park, N.Y., who has worked on the project, says that the effort includes biologists monitoring birds and measuring indications of environmental disturbance before and after timber harvesting. The objective, she says, "is to use science with techniques so that there would be less of an impact." Added Casanovi: "Projects like this are the wave of the future."

There are other indications that forestry companies are prepared to be more careful about forestry practices. The Pulp and Paper Association's Laidlaw, for one, said that an increasing part of the money being spent on capital projects in the forestry business is dedicated to environment-related improvements. Laidlaw said that in 1988, an average of 50 per cent of firms' capital budgets totaling \$12.5 million, was devoted to environmental issues. In 1990 the figure rose to 16 per cent; it should be 27 per cent this year and is projected to increase to more than 30 per cent in 1994. And the Canadian Nature Federation's Goss: "The cynics don't agree, but what you're seeing now is a phenomenal change coming over forest companies. They realize that they are going to have to change the way they do business."

**Standards:** Meanwhile, governments, foresters and an industry already in the grip of recession face a future filled with challenge and change. First of all, governments are now developing higher standards for pulp-mill effluent. Indeed, Environment Minister Jean Charest announced last week that pulp mills must change their processes to prevent the formation of two toxic compounds, dioxins and furans, by January, 1994, or face penalties under

the Canadian Environmental Protection Act. The cost of the change is estimated at \$550 million, most of which will be used to install more efficient—and more expensive—emission-control equipment. As well, governments will clearly monitor harvests more closely in the decades to come. Says John Carroll, a forestry industry analyst with the Toronto brokerage firm of Lawrence, Johnston, McCutcheon: "They are all looking at harvest levels that can be sustained into perpetuity."

Carroll also predicted that in the future, "clearcut areas will be smaller and they will leave bigger boundaries around cut areas." In addition, clearcut claims to forest land may reduce forest areas available to be cut. Meanwhile, domestic and international pressure may force reductions in the harvest of old-growth areas and in the practice of clear-cutting. And with increasing attention at products that are

used" made by third parties of the logging practices of member companies for purposes of certified. And on Sept. 23, Ontario announced that Ontario would create 1300 million hectares logging off up to 15 "model forest" areas in ecologically distinct regions.

Forestry professionals point out that some of the criticisms of their practices, in fact, fall well outside the mark on land where the forest is as diverse as Canada itself. Indeed, some experts say that clear-cutting is appropriate in areas where the technique makes natural disturbances, such as fires and insect infestation. Says Gordon Fosterville, professor of forestry at the University of New Brunswick, Fredericton: "The only way we will change the forest significantly is with things like selective cutting, which in fact is not unusual." As for replanting, Fosterville said, "There is absolutely no need of planting every acre that is cut." Fosterville points out that in New Brunswick, "82 per cent of the cut-over area regenerates naturally, and only 18 per cent is replanted."

**Exaggerated:** While agreeing that better changes are needed in the way Canadians use their forests, some experts argue that the claims of some environmentalists are exaggerated. Says Goss: "Change isn't as easy as the industry would like us to believe, and they're not as bad as some of the more alarmist environmentalists' groups would have us think." As well, some experts say that the destruction of the Brazilian rain forests is exaggerated. Says Wildwood's Landley: "I have worked in the Amazon and this is not 'Amazonia North.' The problem there is that 40 million people are starving to death. Their only livelihood is going out to cut trees down and put in more agriculture to feed the masses."

For his part, the Canadian Forestry Association's Blain says that environmental activists have "been able to focus a degree of public attention on our forests that we have never been able to do." Now that the issue has become more widespread and there is less bias, most experts say that Canada will be able to strike a healthy balance between the needs of the forestry industry and the imperatives of conservation, and preservation. Says Goss: "If we can't achieve sustainable development in this country, then nobody can." Clearly, both Canadian and international environmentalists will be closely monitoring the activities of the nation's forestry industry and governments alike as they confront the daunting challenges that lie ahead.

As a result of such developments, costs to consumers, industries and the communities these industries support will grow. Since where the industry can adapt to new technologies and higher standards, "a massive amount of capital will be directed from other areas," said one Toronto forestry analyst, who added not to be alarmed. Consumers as well as companies will bear the burden of those higher costs.

There are other signs that such change is taking place. According to Forestry Canada, about one billion trees were planted in harvested areas of Canada last year—a 20 per cent increase from 2009. In April, the Canadian Pulp and Paper Association, expressing concern that some firms were not fulfilling their contractual obligations, called for "open, transparent" negotiations, called for "open, transparent" negotiations, called for "open, transparent" negotiations.

## Meet the man who's attended the launch of 36 ships, a flotilla of sloops, and 11,600,000 parties.



The Captain just loves a good time.

GLEN ALLAN in Lunenburg, Canada



# RATING THE FORESTS

Experts give New Brunswick the best marks



Once regarded merely as a source of timber, Canada's forested lands increasingly are prized as wildlife habitats and places for recreation, and for their beauty. And because 51 per cent of all productive forestland in Canada is publicly owned, 50 per cent of the forests are provincial. In per cent federal, public opinion is forcing government officials in most provinces to rethink forest policy—but according to today's professional foresters, they are designing their best. Indeed, some forestry experts say that the environmentalist rising chorus of demands has persuaded public policymakers, leaving forest managers without a clear sense of direction. As well, some foresters say that overcutting, high-grading (cutting down only the best trees and leaving inferior stock on the land) and other undesirable practices continue. Charles (Harry) James, a forestry consultant in Prince George, B.C., and past president of the Ottawa-based Canadian Institute of Forestry, for one, and that forest-management policy in Canada is out of date. Declared Giesse, "For what the public wants today, we are not doing very well."

The chart on these pages presents a statistical picture of the provincial forests across Canada. It gives their sizes, shows how much is deemed commercially suitable (productive forest), what values of timber the provinces allow to be harvested each year (annual allowable cut), approximately how many acres of forestland is harvested, how much deforested land has yet to be replanted or naturally regenerated (deferred to by governments as NSR, for "not substantially restocked") and how much land is replanted annually. There is also a summary of forestry practices and problems peculiar to each province, based on information from forestry experts in universities, governments and industry across the country.

For many foresters, the most important element in successful forest management is a coherent management plan. Such a plan enables companies, divisions and governments to co-ordinate over long periods the harvest and regeneration of the commercial forest. Forest-management plans can also provide guidelines for the preservation of wilderness, wildlife habitats and other features of forestland. But a number of foresters interviewed by Maclean's said that most of Canada's provinces have failed to develop such plans, and that only one—New Brunswick—currently has a system capable of giving planners accurate and detailed information about their forest inventory. To measure how well each provincial bureaucracy is managing its forests, Maclean's asked three prominent Canadian forestry experts, who for professional reasons could not release anonymous, to rate the provinces on a scale of 1 to 20, used to best. The results:

BRITISH COLUMBIA

ALBERTA

SASKATCHEWAN

MANITOBA

ONTARIO

QUEBEC

NEW BRUNSWICK

NOVA SCOTIA

PRINCE EDWARD ISLAND

NEWFOUNDLAND

	TOTAL LAND 000000	TOTAL LAND PRODUCTIVE FOREST 000000	ANNUAL ALLOWABLE CUT 000000	AREA HARVESTED ANNUALLY 000000	TOTAL NP LAND 000000	TOTAL REPLANTED ANNUALLY 000000	
BRITISH COLUMBIA	234.2 million	199.4 million	97.3 million	339,000	586,000	110,000	British Columbia has gradually accelerated its forest harvest to get the maximum economic return from old-growth forests before they are destroyed by age, wind and insect infestation. And foresters express concern that much privately held lands are being over-harvested.
ALBERTA	163.3 million	93.9 million	22.4 million	112,000	14,000	215,000	Alberta introduced a widely copied system under which forest company leases are renewed on the basis of how well forest managers harvest. Alberta has granted licenses permitting large-scale cutting of its northern aspen forests to supply saw pulp mills.
SASKATCHEWAN	161.1 million	87.7 million	8.6 million	53,000	741,000	14,000	Saskatchewan, which for the past decade has gained its forest economy mainly in pulp-and-paper production, has a surplus of pulpwood and a shortage of high-quality sawlogs. Some forests are affected by spruce budworm.
MANITOBA	160.6 million	84.8 million	10.9 million	30,000	13.4 million	15,000	Manitoba has the highest ratio—34 per cent—of forestland in the country designated NSR, mostly because of forest fires.
ONTARIO	264 million	199 million	59.9 million	548,000	341,000	200,000	Experts say that Ontario badly needs an improved forest-management system. They said that the province's inventory system cannot accurately forecast the harvest volume that can be expected from its allowable cut. Parts of the province currently have severe shortages of high-quality sawmill logs.
QUEBEC	380 million	325 million	71 million	843,000	408,000	247,000	Quebec has acted to improve a system that environmentalists and industry officials have criticized for failing to ensure adequate regeneration following each harvest. Over-harvesting and a spruce budworm infestation have resulted in timber shortages, particularly in the Abitibi-Témiscamingue region.
NEW BRUNSWICK	36 million	15.3 million	15.6 million	333,000	0000	46,000	The province has a widely admired forest-management system. But New Brunswick faces shortages of quality sawlogs because trees in many of its forests are maturing simultaneously. Foresters say that there still is a lag between the harvest of the mature forest and the growth of new stands.
NOVA SCOTIA	13.8 million	10.1 million	6.9 million	93,000	768,000	18,000	Nova Scotia is considered to have a good record in replanting forests and limiting other cutting losses on provincially owned land. But 74 per cent of the province's forested land is privately held, and owners do not have to adhere to provincial forest-management guidelines.
PRINCE EDWARD ISLAND	1.4 million	492,000	576,000	5,700	0000	1,200	Prince Edward Island's forest is 90 per cent privately owned, as the allowable cut is merely a recommendation. Experts say that many of its stands are poorly managed. Nearly 50 per cent of wood harvested on the island is used as heating fuel.
NEWFOUNDLAND	190.3 million	28.2 million	3.9 million	54,000	435,000	66,000	Newfoundland is in the process of changing a system that gave forest companies 30-year leases on timberlands. Foresters say that this resulted in over-harvesting in some parts of the province, leading to a timber supply problem that has been aggravated by severe losses from forest fires and insect infestations.



# GREEN IS THE COLOR OF MONEY

*Business is discovering environment policy*



For many Canadian corporations, green has been more than the traditional color of money in 1991. Actual reports from investors to food processors included ex-

trusive entries on their environmental policies and their programs to avoid in new, environmentally friendly technologies. But the report to shareholders that Linde Industries Inc. of Montreal filed included no such corporate commitment—as causes that was especially glaring for the owner of a large petrochemical refinery on the outskirts of the city. And as Linde spiraled into bankruptcy this autumn, the absence of information about the policies of its subsidiary, Kenacac Petrochemical Corp., took on a new significance. When creditors seized control of Kenacac with the intention of selling its assets to escape outstanding debts of \$385 million, they found themselves hampered by a contaminated refinery carrying a potential cleanup cost of \$96 million. And Michael Deek, a professor with the University of Toronto's faculty of management: "A clear trend is emerging where society is going to have to take into account the cost of damage to the environment, after opening a big year."

Gradual changes in legislation and the attitude of corporate shareholders are forcing Canadian companies to pay more than lip service to the environment. The spectra of executive Group operations and protected lawsuits has elevated the environment from an abstract moral issue to one of fundamental business practice. To attract new investment capital from the public and raise their existing base of shareholders, company officials have learned they must have a solid record of environmental performance, as well as an explicit environmental policy governing their operations.

Indeed, several Canadian-based actual funds, self-styled "ethical funds," have invested only in companies with proven reputations for environmental responsibility. Saul Joss, Marquette, vice-president of Desjardins Trust in Montreal, which recently launched an environmental fund: "A company that effectively manages the environment is usually well managed overall and will provide average returns in the long term."

For his part, Deek is working to bring about



*Morissette: investing in firms that have proven environmentally responsible*

changes in the attitude of the business community towards the environment. After 11 years as a full-time minister with the Anglican Church of Canada, he exchanged his pulpit for a classroom two years ago. Deek said that through his business ethics course, which is a compulsory part of U of T's business curriculum, he is encouraging a new generation of business managers to balance the pursuit of corporate profits with the needs of the society at which they operate. For most students he said, that translates into a strong emphasis on the environment.

**Responsible:** Deek predicts that environmental records will soon be a standard measure of corporate performance, at all levels and amongst already are. But for most Canadian companies, they are still a new consideration. For one thing, Canada does not have the same tradition of socially responsible investing that took root in the United States at the time of the Vietnam War. As part of the resistance to that conflict, many American investors learned to identify companies that supplied the military campaign and deliberately withheld invest-

ment capital from them. As part of that movement, a number of mutual funds, guidebooks and newsletters emerged in the United States that are now being adapted to include environmentally correct companies.

For Canadian investors, as a result, gathering the information required to make so-called green investments can be a challenge. Unlike financial data, for which there are strictly established standards, the disclosure of environmental information is still largely at the discretion of the company. In addition, there is no central public agency that systematically monitors the quality of that information. Robert Lewis, a veteran stockbroker with Wood Gundy Inc. in Toronto who tracks environmentally sound investments, said: "A lot of people are overwhelmed by the work involved. It pays to do it for them they accept it, but very few of them know where to start on their own."

In Canada, the most detailed source of data about corporate environmental records is the Dow Nelson, founder of Toronto-based Ethical Securities Ltd. Since 1988, Nelson has compiled comprehensive computer files on 1,500 Cana-

**G**eneral Motors of Canada thanks Scouts Canada, Pickering Naturalists, Durham Region Field Naturalists, Second Marsh Defence Association, St. Joseph Printing, the City of Oshawa, our employees, retirees and their families and the many others for their assistance with tree planting and the continuing development of the McLaughlin Bay Wildlife Reserve at GM's Corporate Headquarters, 1908 Colonel Sam Drive in Oshawa, Ontario. The 100 acre Reserve nestled on the north shore of Lake Ontario contains a network of walking trails that the general public is welcome to enjoy.

data companies. To maintain his database, Nitkin sends newspapers, letter journals and report inputs, and sends out detailed questionnaire to company managers and workers. (Delivered Nitkin: "You have to dig and pry for information from Canadian corporations.") He added: "Even when they agree to cooperate, there is seldom one person with the ability to answer a comprehensive list of questions about the operation."

When assessing what Nitkin calls "the green quotient" in a company, he looks for such active measures as special environmental subcommittees composed of directors, managers and

and workshops on emerging issues and contact financial reports whose objective is environmental auditing.

According to Marc de Sousa-Saúde, a coordinator at the Social Investment Organization, the 300-member group received 750 requests for information in the first nine months of 1990. For this same period this year, it has received more than 1,500 requests. Said de Sousa-Saúde: "Awareness about the environment is growing by leaps and bounds. You don't need a degree in chemistry to be alerted about the ozone layer or the pollution of our lakes." He added that such companies as the

main reluctant to invest in the green movement if it means a lower rate of return in their investment. Declared Toronto investment counselor Irwin Minkoff: "None ever said to me that they would accept low returns because it was an ecological investment. If it costs them, they'll tell you to go away with someone else's money." And Minkoff, of Dominion Trust, said that a consumer study he first carried out when it specialized in environmental mutual funds last year revealed the same attitude.

**Balance:** It is possible, however, for investors to balance their concerns and strong financial interests. Although the ethical endowments



**Kaiser Petrochemical Corp.: creditors found themselves beset by a contaminated refinery**

employees, and whether a company has had as in-depth environmental audit of its practices performed by an outside expert. Nitkin and his staff of six also review a company's record as a polluter, including any fines or lawsuits. The non-invasive nature of his work makes it a relatively expensive and sophisticated service for the average individual investor. Nitkin's newsletter costs for \$350 a year, and each data search costs about \$50. As a result, most of his 25 regular clients are large-life managers or charities that just want to screen their accounts of corporate donations.

**Dislike:** For smaller investors, however, there are organizations, including the Social Investment Organization of Toronto, that offer direction on designing an investment portfolio by environmental or ethical standards. Through that nonprofit group, which has been operating across Canada since 1986, investors can obtain guides on how to design an environmentally favorable portfolio, attend seminars

Loblaw Cos. Ltd. grocery chain has developed new green product lines and shopped them extensively, further popularizing environmental issues.

While some skeptics dismiss environmental investing as a temporary fad, those involved in the movement are adamant that it is only just beginning to hit its stride. Declared Patrick Irwin, the coordinator of the Winnipeg-based Investors Group: "People are only starting to realize that this is an option in investing. It's a trend, not a fad, because it is accompanied by a fundamental shift in values." The Statens Fund was started by the Investors Group in 1987 in response to a growing demand from clients who were anxious to avoid investing in South Africa, or at companies that were involved in the manufacture of weapons, tobacco or alcohol.

Despite the emergence of a new awareness about environmental investing, many money managers report that Canadian investors re-

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the past five years, in response to fears about skin cancer caused by exposure to ultraviolet radiation from the sun. Said Peter McCallum, marketing director of Mississauga, Ont.-based Wharfedale-Robins Inc., which sells the Peto Tan line of sunscreen: "Three or four years ago, people believed in getting a good tan and looking great. Now, people are saying they're going to protect their skin first."

**Scrambling:** According to public opinion polls conducted over the past four years for the Toronto-based Grocery Products Manufacturers' Association of Canada, consumers are also becoming increasingly concerned about the use of chemical preservatives and additives in foods, and more shoppers are looking for so-called green products. And a 1990 survey of 1,000 shop-

pers, commissioned by the Grocery Products Manufacturers' Association, revealed that 64 per cent would read a label to find out if a product contained all-natural ingredients, an increase from 54 per cent the previous year. But only 53 per cent of those polled said that they would pay more for environmentally safe products. Still, price isn't "best before" dates on packages remain the top two issues for 96 per cent of consumers, the 1990 poll showed.

Many food manufacturers are now scrambling to meet the growing public demand for more nutritious, wholesome products, and Susan Leung, a Vancouver-based dietitian who advises several large B.C. companies on the types of food products they should be developing. Leung, president of Pacific Nutrition Consultants, said that she sees a direct link between diet and environmental issues. Said Leung: "When you eat foods, when you eat foods, less processed foods, you're looking at an environmentally sound diet because there is very little waste."

Some food processors are also attempting to ensure that their products are free of chemicals that are seen as potentially damaging to the environment, as well as to human health. Gary Froid, vice-president and chief technical officer of Toronto-based Campbell Soup Co. Ltd., said that the company is working with 75 southwestern Ontario vegetable growers to reduce the pesticides and herbicides they use on their crops. He said that the farmers supply vegetables to the company's Chatham, Ont.-based, which produces soup, spaghetti sauce and V-8 juice. Most of the farmers now apply chemical sprays only when their crops are threatened by an identifiable pest, weed or fungus. Until this year, Froid added, the farmers sprayed their fields every summer as a routine preventive measure.

Consumers are not only demanding more

Cameroon in natural-food store, "you don't get the aftertaste of pesticides."

## GRASSROOTS ACTION

For many Canadians, green begins at home



As a mother of six children ranging in age from 3 to 13, Jean Macquarrie admits that she does not have the time or energy to become an environmental activist. But the 38-year-old resident of Rockland, Ont., 50 km east of Ottawa, said that environmentalism became part of her daily life four years ago when she noticed that beaches were being closed every summer at the Ottawa river. She has stopped using automatic dishwasher detergent, chemical-based cleaning products, relying instead on such simple agents as olive oil and lemon juice to clean wooden furniture, or water and vinegar to wash her windows. She and her husband, Angelo, a math professor at Carleton University, also use a home filtration system to remove chlorine from tap water. Said Macquarrie: "When government says the beaches being closed I couldn't live beside a magnificent river like the Ottawa River and just say, 'let it be'."

But Macquarrie and thousands of other Cana-

dians, local air and water quality have become major environmental issues. According to poll conducted last spring through the Toronto-based, *Environ Quarterly Report*, 87 per cent of those questioned expressed concern about the quality of the environment in and around their homes. And 78 per cent of those polled also said that they believe that the quality of their environment directly affects their health and the health of their families. But the poll also revealed that only about 29 per cent of Canadians are fully committed to making lifestyle changes, including purchasing organically grown fruits and vegetables in order to protect the environment and their health.

But increasing numbers of Canadians are making through the choices they make as consumers to concerns about the impact of environment on personal health. Sales of bottled water have grown by more than 30 per cent annually over the past 16 years, reflecting concerns over the quality of tap water. Sales of sunscreen lotions have increased sharply over

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nutrition foods, they are also becoming more knowledgeable about food and diet in general. Learning that she is the owner of Shop Smart, Toronto Inc., which takes organic consumers on guided tours of conventional, mainstream supermarkets, Lingling said that the tours, conducted by professional nutritionists, last about 90 minutes. Shoppers are told how to reflect their fat intake, and how to denature the contents of a product by reading the label. The company runs 60 to 100 hours a month, with up to 10 shoppers, and that the stores cover the cost of the tours.

**Guidelines:** But fresh fruits and vegetables that are grown without the use of chemical herbicides, pesticides and fertilizers receive specialty products. Currently, there are about 50 organizations in Canada certifying their products and grants are organically grown.

These groups are now working with Agriculture Canada to draft a standard set of guidelines to regulate chemical-free farming. Marie Pickett, senior director of marketing with Toronto-based Oshawa Foods, which operates the 375 Food City and its supermarkets in south-central Ontario, and that some of the company's stores began installing 15-foot-wide sections for organic produce two years ago. "These fruits and vegetables cost 35 per cent more, on average, than conventional produce," he said. As a result, the organic did not sell well, particularly as the economy began to falter. Pickett said that many of the sections have now been reduced in size or eliminated. He added that Oshawa Foods has its own quality-control specialist who visits farms to ensure that the produce is grown without the use of chemicals.

For his part, Russell Prescott, owner of a West Vancouver natural-food store and restaurant called Capers, said that public interest in organically grown produce rose sharply in February 1989, following news reports that Alas, a chemical sprayer used on apples had been linked to cancer in children. He said that his own sales increased by 25 per cent in the month following the Air scare, but gradually declined again after media attention shifted to food safety. "The whole question of environmental shopping peaked about a year ago and has fallen off."

But those who have switched to organic produce contend that such fruits and vegetables are tastier as well as healthier. Susan Cameron, a 39-year-old resident of West Vancouver, said that she and her husband, Donald, a neurologist, began buying chemical-free produce a year ago after being vegetarians for two decades. Said Cameron: "The flavor is wonderful and you don't get that aftertaste of pesticides."

Teste said the presence of chlorine in the tap waters during an increasing number of Canadians every time the water is in contact with organic or mineral sources. Last year, the Ontario Bottled Water Association, which represents vendors across the country, hired Decade Re-

search to conduct a survey of public attitudes towards tap and bottled water. Decade polled 800 people in three different parts of Ontario and found that, by margins of about 2 to 1, the participants said that they believed that bottled water was safer, higher in quality, tasted better and contained fewer chemicals and additives. In early 1990, Maclean's asked a Mississauga company, Mass Testing Laboratories Ltd., to analyze Toronto tap water, and the firm found only traces of 30 materials and chemicals. Some, including copper and zinc, can be beneficial to humans in small amounts, but others, such as strontium and barium, could be harmful in large quantities. Said Kenneth Roberts, manager of the Ontario ministry of the environment's drinking-water section: "Bottled water can be better tasting, but the risk to health

shows that 47 per cent of the non-smokers. Canadian purchased this year had protection factors of 15 or higher, up from 37 per cent two years earlier. Sales of lotions with factors of 15 or less declined by 52 per cent over the same period.

Meanwhile, the Ottawa-based Canadian Dermatology Association is also trying to raise public awareness about the links between tanning and skin cancer. Vancouver dermatologist Dr. Brian Rivers, director of the association's skin cancer awareness program, said that he and some of his colleagues set up booths at four different beaches in the lower B.C. mainland last summer. Rivers said that they distributed information and examined about 900 sunbathers for signs of skin cancer. He said that they identified 30 per cent of the



The Margareth faculty making crafts from cardboard boxes: part of life

from drinking tap water is considered negligible."

According to Elizabeth Woodworth, executive director of the bottled-water association, sales have continued to grow by 30 per cent a year even during the recession. Total Canadian sales of bottled water increased by 50 per cent to \$194 million in 1990, up from \$173 million the previous year, she said.

**Reversing:** Canadians are also demonstrating their concerns about environment and personal health through their purchases of sunscreen lotions. Sales figures compiled by A.C. Mehen Co. of Canada Ltd., a Toronto-based stationery-stationery firm, show that Canadian sales peaked \$24 million in sunscreen in 1981, up from \$94.5 million in 1987. And Canadians are buying stronger sunscreens. Manufacturers suggest each product a sun-protection factor ranging from 2 through 45, and the higher the rating, the more protection against the ultraviolet solar radiation that drives human skin but can also potentially cause skin cancer. McClelland, however, said that any lotion with an SPF of 30 or more blocks out almost all ultraviolet rays. Neither figures

individuals to high risk, and neither might sell over had potentially sunscreen lotions. Said Rivers: "People are becoming more aware, but a lot of people are not responding. Go to any beach and there are people lying out there."

While public opinion polls reveal that change is occurring slowly, the growth of one grassroots organization suggests that average citizens are becoming more environmentally active. Two years ago, 11 Vancouver residents formed an organization called the Worldwide Green Environmentalists Network Canada, one of the founding members, and that the network now has 5,000 members and small chapters in Australia and Japan. She said that the organization's 10-point charter encourages environmental change through personal action. Cameron added that if ordinary citizens can be convinced to adopt conservation, recycling, composting and other environmentally sound practices, they can have an enormous impact on the future of the planet. It is clearly an enormous challenge—and for many Canadians, the place to start is at home.

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## A waiting game

The advertised and much-maligned TV reporter met **L. Durham Walters**. **Diane Sawyer** and **Jose Paez** inspired **Stephy Dixon**, the top-rated *60 Minutes* star. **Candice Bergen**, Nov. producer **Diane English** has asked **Walters**, **Sawyer**, **Paez**, **Candice Chung**, **Linda Ellerbee** and **Faith Daniels** to guest-star as themselves.



Bergen: the real Murphy Brown

where it is an eerie holy shower for Bergen's character, who is pregnant. Said English: "I'm trying to make the real Murphy Brown to appear." The episode is scheduled to air next May. But so far, none of the women has accepted English's invitation—although both Chung and Ellerbee have appeared on previous Murphy Brown episodes. Declared English: "Everyone wants to know who she has said yes to before they say yes."

## An award-winning literary journey

Last week, novelist **Robinson** **Freese** last September. In accepting the award in Toronto, Freese was characteristically brief and modest, saying that he wanted to avoid "an *Acknowledgment* of literary awards." But he singled out **Russ Adams**, a longtime literary critic for *The Toronto*

*Star*, as his mentor.



## Field of dreams

Outfielder **Bobby Bonilla**, one of the Pittsburgh Pirates' so-called *Killer Bs*, strong last week. Bonilla signed a second baseballing five-year, \$33-million deal with the rival New York Mets. His new annual salary of \$6.6 million tops the \$6-million figure that Boston Red Sox pitcher **Roger Clemens** signed last February. The New York City-born Bonilla, 28, said that he is looking forward to playing in his home town. He added: "It will be hard to teach the little off my face."

Bonilla: the richest man in baseball

## A VOTE OF CONFIDENCE

Conservative commentator **William F. Buckley Jr.** put Canada's constitutional war on the firing line last week—and said that he is optimistic that Quebec will not secede. Buckley was in Hamilton to videotape three episodes of his long-running radio show with guests who included Ontario Premier **Bob Rae** and Canadian nationalist **Neil Harris**. The usually mercurial Buckley, 66, praised Canada's "remarkable resourcefulness," adding: "Other countries have revolutions and civil wars, but you manage not to do so."

## Swan song

After eight years in one of country music's top duos, the golden-oldies, **Barbara Ann** and **Wyonna Judd** gave a final concert last week in **Memphis, Tenn.** Although 45-year-old **Kassie** is suffering from chronic hepatitis, a debilitating liver disease, she said that she plans to remain active by writing her memoirs and becoming the American **Liver Foundation's** first celebrity spokesman. **Kassie** says she may sing on daughter **Wyonna's** upcoming solo album. Added **Wyonna**, 42: "When it all comes through with aging her efforts, she still has great words to go home."



The Judds: farewell act



**Star** who committed suicide in 1995. **Bonilla**, **Freese** told **Macleod's** that it was **Adams** who almost single-handedly championed his early writing and brought a writer's attention of Canadian publishers. Declared **Freese**, 49: "I never met him, but I've always felt that I owe him a lot." He added: "Every writer needs a critic like him."



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# The fading sentinels

Lighthouse keepers give way to high tech

Ingrain Wolfe finds the lure impossible to resist. On Sept. 28, Wolfe finished his last day as keeper of the lighthouse on Mothers Island, 34 miles southeast of Redegwent, N.S. Two weeks later, he and his wife, Lynne, left the 400-acre island where they lived for 25 years to move to West Dublin, a tiny village on the Nova Scotia mainland. But in the two months since then, Wolfe, 53, has found a reason almost every day to take his 25-foot Cape Island fishing boat and make the 20-minute trip back to Mothers Island. There, he makes on the grounds visits to his former home, now boarded up, and looks up at the 35-foot three-glass structure housing the light that he tended since June 4, 1996—and that is now fully automated. The Wolfe, who has been tending lighthouses since he was 16, the regular visits are a little more reminiscent of a part of his life that is gone forever. "We had a good life here," said Wolfe, who is now a part-time fisherman. "We never really wanted to leave."

It is a common lament among the men and women who once operated the lighthouses during Canada's East Coast. Indeed, because of federal cost-cutting measures and technological advances, lighthouse keepers are a fast-disappearing breed. The Canadian Coast Guard estimates that as recently as 1975, there were 62 manned lighthouses along the waters of Nova Scotia, New Brunswick and Prince Edward Island. Now, all but five of those lighthouses are unmanned. And the 28 remaining full-time lighthouse keepers may well be the last to ply their maritime trade in the Maritime provinces in Newfoundland, at the 54 lighthouse on Long Point, N.S. Declared Empty Town, a lighthouse enthusiast who lives in Bible Hill, N.S. "We are witnessing the end to an important chapter of Canada's maritime history."

That chapter began in 1734, when French colonists lit their first lighthouse at the fort on

of Lunenburg as Cape Breton Island. By the time of Confederation in 1867, the boats from 67 lighthouses were helping ships navigate along Nova Scotia's treacherous coastline. Over the years, the lantern-burning lights gave way to rotating spotlights. And eventually, electronic beams replaced the lens and caused that guided ships through the Atlantic by



Wolfe on Mothers Island: 'an important chapter of marine history'

Skill, the personality traits of the people who chose the lonely occupation remained unchanged. Wise, and lively, tended to be solitary, independent-minded people who were able to endure long periods of isolation, except for the company of family and a few co-workers. At the same time, they had to be able to handle a wide range of duties, which included operating, fixing and maintaining lights and logbooks, as well as dispensing weather information by radio to fishermen and passing

ships. Many showed extraordinary dedication to their jobs. When lights broke, keepers—and sometimes their families—spent entire nights rotating the beacon by hand to guide ships safely. They frequently used their own boats to rescue small craft that were lost or in trouble.

Life on a lighthouse island clearly has its benefits. James Smith, now the head keeper at the station on Malabar Island in the Bay of Fundy, grew up at a lighthouse kept by his father on Cape Sable, off the south coast of Nova Scotia. In 1950 a gale struck Cape Sable, flooded their living quarters and forced the family into the open ocean, where they lived for three days in a small boat and survivors. Ke-velled Smith, 37, "I have never been able to go near Kraft Dinner again."

Sometimes, the job presented greater risks. John Forrester, who retired in 1989 after 25 years as the keeper of the light on Sackville Island, located about 15 miles south of Halifax Harbour, was heading back from the mainland with his wife, Margaret, in 1978 when their motor broke down and 35-mph winds smashed their boat onto a nearby rock. The couple were stranded on the rock for 40 hours. Then, Forrester swam 100 feet through the cold water to Sackville Island, where he raised the coast guard. They rescued his wife, who could not swim. Said Forrester: "I guess you have to be a certain type of person to live on a lighthouse."

Still, Atlantic lighthouse keepers' lives began to change irreversibly in 1969, when the federal government started to automate lighthouses in order to update equipment and cut costs. And now, the duties of the remaining full-time lighthouse keepers are restricted to maintaining the automated lighthouses, keeping the grounds and machinery in working order and maintaining records of weather and ship movements.

Lisa Ingram Wolfe, many of the old-time lighthouse keepers did not leave their posts willingly. And they maintain that they could still play an important role at the stations—by providing information to fishermen and even helping to rescue vessels in trouble. "We can do things that machines simply cannot do," said Wolfe. But Wolfe and the others will have to be content with those distant words—and their memories of a time when people still kept the lights that shone over the North Atlantic waters.

JOHN DE MONTY in Halifax

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Oliver, Rame (below) catches quickly downplayed players' hepatitis B scares

## HEALTH

# A national scare

*A casual AIDS comment unleashes a wave of concern*

When a Montreal doctor casually mentioned in a journal at a World AIDS Day conference last week that a 24-year-old female patient of his had died of AIDS two years ago and that she had told him she had had sex with at least 50 National Hockey League players, he had no idea, he says, of what would become. As soon as his statement became public, Dr. Clement Oliver, head of a downtown clinic, and the staff officers were swarmed with calls to the biggest AIDS scare in Canada erupted as the story of his most renowned heroes—professional hockey players. Said Oliver, whose clinic treats about 2,000 people with some of its programs, human immunodeficiency virus (HIV): "I have had calls from all over Europe and the United States. I never expected a reaction like this, and I certainly never meant to launch an attack against professional sports."

The report followed on the heels of the shocking announcement last month that hockey superstar Bernie (Mugsy) Johnson had contracted HIV and was retiring from the Los Angeles Kings. "It's scary," said Guy Carbonneau, captain of the Montreal Canadiens. "I'm sure a lot of the guys are worried right now." Carbonneau, who said that he tested negative

for HIV a couple of years ago during routine testing for insurance purposes, added that the news caused concern in the Canadiens' locker room. Players, who often become involved in blood-splashing fights, have also begun debating whether they should have the right to know if their opponent is infected. His coaches were quick to downplay the infectious message of the players. Toronto Maple Leafs coach Tim Winters said that the players' fears were not as exaggerated as people may imagine. "Professional hockey is a lot of hard work from the game to the bus to the airport and then back to practice," he said. "I'm not saying professional athletes are not promiscuous, but they are no more so than anyone else."

For his part, Oliver said that he had no apologies for not having warned well-affiliated. "As a physician, my responsibility is to my

patients," he said. "We always ask our patients to verify people they have come into contact with, and in 85 per cent of the cases it is very well done." He added that not the responsibility to protect the spread of AIDS is shared among doctors who treat the patients, public health departments and the general public.

Oliver also said that he was adamantly opposed to doctors who make public the names of their patients who have tested positive for HIV. "I asked one of my patients to notify the five who she had had sexual relations with," he said. "And she did. They all came in and tested negative. But since then, one of the partners has been sending her death threats daily." Dr. Edgar Thomas, who also treated the same woman of the clinic, said that in complex cases where there are numerous sexual partners involved, it is common practice for the doctors to focus the case with their community health department. "And they recommended not to attempt to do the tracing," he added. "We could have called up the 100,000, but we also have to respect the confidentiality of these 50 men. And imagine then we start calling the partners of these men. It would never end. It'd be on the phone forever."

The HIV activists hit disrupted a debate about mandatory testing with the league this week. John Dwyer, president of the NHL, said in a brief statement on Nov. 19 to 100,000, governors and general managers in response to Mugsy Johnson's announcement. But Dwyer "I urge and encourage to each of you to provide to your players the opportunity to be tested voluntarily and confidentially if they so choose. There must be no mandatory testing." He noted that a forced blood test engages an civil right but he added that the NHL Players' Association has been asked to draft a report outlining the risks to players. Still, some, including L.A. Kings superstar Wayne Gretzky, do not object to mandatory testing. Gretzky, who says that he was tested for the virus for insurance reasons, added: "I would like to see the law leaving players and be the first professional sport to step forward and make it mandatory."

The debate has also involved referees and line-men, who occasionally have to pull fighting and sometimes blooded players apart during a game. Although referees were first given one year to test, two years ago, Dwyer, in Lewis, director of officiating for the test, said that the league has now asked its doctors to devise a policy that would offer its members counselling. "That we don't want to overreact, either," he added. "If there is a fight tomorrow, we are not going to say, 'Well, get on the rubber gloves first, then get the blood it up.'" And like others, Lewis said that one good thing has come out of last week's AIDS scare. Everyone, he said, is now more informed about the virus.

ANN McLAUGHLIN in Montreal



Dr. Clement Oliver



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Boffman (left), Williams: orgy of art direction, bazaar of post-yuppie ethics

## FILMS

# Return to Neverland

Steven Spielberg recasts the Peter Pan syndrome

BOOK

Directed by Steven Spielberg

**T**he story has a great hook: what if Peter Pan grew up and had children of his own? What if he became a brilliant lawyer who spent more time with his children than with his children? And what if Captain Hook did not perish on the crescent moon—but returned to kidnap those children, proposing Timberland to drop a 400th Peter landing and ascending back to Neverland for a temporary respite with his old adversary? That is the ingenious premise for *Hook*, director Steven Spielberg's \$75-million attempt to give everyone everything they have always wanted for Christmas magic. But, like Christmas itself, the fairy anticipated *Hook* grows to be a mixed blessing. Weighed down by the much vaunted window, it is a tale of a man who, despite all the fairy dust as Timelore, never quite takes off. Yet although it tends to be more overkill than overthinking, *Hook* is compelling on its own terms—as a circus of stunts, an orgy of art direction and a bazaar of post-yuppie ethics. Dustin Hoffman, meanwhile, makes a sublime Captain Hook. And as Peter Pan, Robin Williams serves the perils of a role that takes his place as a handsome to light.

But the more whose reputation hangs on

*Hook* is Spielberg. Hollywood's aging big wonder. And at a time when the movie industry is finally nervous about the success, he displays the magnanimous nature of the old studio moguls. He has also converted an English fairy tale into a modern tale for 1990s America—a movie filled with the techno-tonic bombing of hookah, the headbanging of Broadway and the adolescent guilt of the movie's movement. It spells out its message to fathers with a heavy hand: spend more time with your children.

Peter Pan, lost his youth by meeting Wendy Darling's grandfather. During his long life, he has become an adolescent father and cold-blooded capitalist lawyer. Now, when he says "Get to it," it seems to be a warning. He is a workaholic corporate ruler who takes calls on his mobile phone while watching his daughter, Mayday (Maggie Smith), play Wendy as a school production of Peter Pan. His relationship with his son, Jack (Charlie Sheen), is especially strained after Jack breaks a promise to watch his play baseball. "My word is my bond," Peter tells him. Replies Jack, "Your word is not."

Like many in major actor movies (see *Star*), Peter is overdue for a redemption. The opportunity arrives when his family goes to London to visit Grumpy (Wendy's mother), now 30. One night, Captain Hook steals away Peter's two children—as but to save his father

adversity into a final battle. Timberland (John Roberts) then takes Peter off to Neverland. And the last boys pan has a smiling body laid against and through a kind of knot camp while the men to cure his anemia—and convince him that he can fly.

Spielberg's Neverland is a jungle arcade with slotboard ramps and basketball hoops. His Lost Boys are a multiethnic ghetto of orphans. The Indian "savages" of the original story—who become more innocents in the 1961 Disney cartoon—were cut from *Hook* screenwriter Jim Hart's script. But there is more than a nod to nature culture in the Lost Boys' tribal garb. And their leader, Rufus (Dustin Diamond), who has inherited Peter Pan's secret, is a punk fantasy with his hair as a red-and-black mohawk.

The rawness of *Hook* seems as much to the stage as it does to the screen. The movie was filmed entirely on sound stages, including one used for *The Wizard of Oz*. And the production's visual consultant was designer John Myhre, whose work includes such Broadway extravaganzas as *Cats*, *Les Misérables* and *Alvin Karpis*. There is a Toy-town fortitude to *Hook*'s sets and costumes. Spielberg has built himself a vast theme park of a movie, with *Hook*'s glowing clue as its corporate credo—on one on a jar with the *Autism* logo.

At times, the movie's gaudy staging is breathtaking. A foot fight with cartoon-colored foot looks like a Jackson Pollock painting come to life. But even after leads to overkill. For a scene of Peter and the Lost Boys riding Hook's ship, the director had 175 stunt bodies in action at once—and it just looks busy.

The last moments focus on character instead of competition. As Wendy, the imperious Maggie Smith seems more than capable to bring the storybook magic of Peter Pan to life. Bob Odenkirk brings a comic's wit to the role of Hook's lieutenant. Since Hoffman casts a lionhearted spell with a brooding, brooding, brooding. With occasional flutters of improvisation, Williams relays the tale-based reduction of the script. And Roberts appears as a never-never place in a short skirt. But her character, posing for Peter's love, remains short. *Hook* is on place for a lady. In Spielberg's Neverland, does well he says, and so will many—as a well-deserved career. *Grade: C-* (see *Review* on p. 10).

Spielberg has made a movie that almost too Peter Pan than about the Peter Pan syndrome. The film maker has said "I have always felt like Peter Pan. It has been hard for me to grow up." And there are striking parallels between Spielberg and Scottish playwright J.M. Barrie, who created Peter Pan. Both had trouble talking about sexual and both tended to use their mothers as children—Spielberg even said that his mother "was always just a little girl who never grows up." As for parents? As a director as a parent, Hook appears to be Spielberg's idea of a personal film—a \$75-million plunge into the Neverland of his own private childhood.

BRAND D. JOHNSON

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**Maclean's**

THE WELL-INFORMED CHOICE

## FOR THE RECORD

### Sounds that sizzle

*U2 and Michael Jackson serve up some fireworks*

ACHTUNG BABY  
By  
(Dubaut/PhyGrowth)

With *Achtung Baby*, Ireland's rising, electric rock band has bravely tried to reinvent itself. Recorded in Dublin and, more significantly, Berlin, the album presents its debuting industrial noises and abrasive rhythms for a tougher urban sound. On numbers such as *Die Another Day*, *The Fly*, the band strives for a dizzying, distancing effect. And scenes of darkness and danger pop up in several songs. Occasionally it sounds artificial as if its were pushing its metamorphosis too hard. But on less contrived tracks, such as the new, self-titled *Michael Jackson's Thriller* album and, especially, *Suicide Squad*, about a nihilistic love-loveless, the group's transformation rings true. Although the change is admirable, U2 would have been better off letting it come more naturally.

DANGEROUS  
Michael Jackson  
(Sony)

The release of a Michael Jackson recording has become the music world's equivalent of a major motion picture opening. It involves the full Hollywood treatment, from a strictly enforced premiere ban on press coverage to a massive publicity campaign. Such overkill makes it easy to be critical of Jackson's latest effort. But like his two previous albums, *Thriller* (1982)—the world's top-selling record with sales of 48 million—and *Bad* (1987), *Dangerous* is a mixed effort, with some real fireworks among a number of duds. Jackson is at his best when he works himself into a rhythmic frenzy, as in *Can't Let Her Get Away* or when warping the gain of a spaced lower, which he does convincingly in the tortured *Who Is It*.

Yet for every ounce of edge emotion there is a pound of smothering sweetness. That the album is a noisier remake of *Thriller* is a shame. While *Thriller* was an alleged ballad that brings out the worst in Jackson's wacky terror. Despite the excessive hype around its release, *Dangerous* shows that once again, instead of taking risks, the Glorified One has chosen to play it safe.

NICHOLAS JENNINGS

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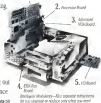
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# Pennies from heaven

*A family learns that money does not buy happiness*

GOLDEN FIDDLER

(CBC, Dec. 15 and 16, 8 p.m.)

Kate Nelligan seems to be everywhere, all at once, in all sorts of guises. In the fall, she straddled onto movie screens with her energetic portrayal of Cora, a feisty, gum-chewing waitress in the musical *Fiddler on the Roof*. In *The Prince of Tides*, opening later this month, she portrays a depressed grandmother whose children are finally coming to terms with their family's darkest secrets. On the small screen, meanwhile, the handsome, unburnt actor from London, Ont., has the lead role in a four-hour CBC miniseries, *Golden Fiddler*, in which she plays a character whose own life takes several dramatic turns. Co-produced by Jasper, Alta-based Walter Saltsman Entertainment Corp. and the South Australian Film Corp., the show is the first to spring from a Canada-Australia coproduction treaty signed in 1990, and attracted more than \$0 per cent of Australian viewers when it aired there last August. (The two companies plan to shoot a second project in Canada next year.) Compelling but occasionally heavy-handed, *Golden Fiddler* is a little about the best things that can follow good fortune.

The movie opens just before Christmas, 1879, on the farm of the Ballour family in South Australia. Although the family is pleasant and happy, hard times are taking their toll. Joe, Walter and Anne Ballour (Kate Nelligan) and their four children, Aunty (Nelligan) and her husband, Anne (Nelligan), are in the throes of a drought that has almost devastated the family's savings. It is a situation in which the Ballours have to "make a penny stretch like a dollar," as 18-year-old Norman (Cameron Duncanson) describes it.

Faced with these bleak circumstances, anyone at the family has to make painful sacrifices. Although he is in love with a girl who lives on a neighboring farm, Norman is too poor to propose setting up house with her. His sister Kitty (popular Australian television actress Rachel Friend) is forced to forgo a higher education to become a housekeeper for an aristocratic woman whose teenage daughter turns down the opportunity to compete for a



Nelligan (left), *Reels the price of being rich*

financial straddling when she cannot afford to train him to the competition. And 10-year-old Bob (the bickering and charming Kenneth Pritchard), who suspects the story, loses his pet pony when his father sells the animal to ease money for the mortgage.

Although the show Anne Ballour often tells her children, "We're not poor, we just haven't got any money," even she begins to waver in her optimism. As Bob puts it, his mother explains not only that "ask having any money meant you were poor," but that "the poor were eternally helpless."

The Ballours' fortunes suddenly change when Anne's great-uncle dies, leaving her an immense inheritance—and the family's worries about money's quickly fading memory. But then, it has become clear that *Golden Fiddler* is not just the story of the Ballours themselves; it is also a parable about the downside of upward mobility. The day after being told off by her wealthy, aristocratic Anne presides a crisp one-pound note into the hands

of each of her children, with the stern admonition: "This is just for spending." It is a delightful scene, bawdy with the family's sense of relief from years of toil and worry. But when the Ballours complacently scratch their handsome coats, moving to Adelaide and surrounding themselves with the best that money can buy, it becomes clear that they risk squandering many other things as well.

Soon, the family members begin to subconsciously concern for one another in the demands of establishing themselves in high society. At times, writer Sheila Skelly's script, based on the novel of the same title by Australian author Mary Grant Bruce, lacks subtlety. Particularly clumsy is her treatment of Kitty, who is transformed from a graced young woman into a callous socialite almost overnight. But for the most part, Skelly effectively evokes the glare of class ambition. Typical is her rendering of Eliza, who totes a master realist to give her lessons and creates a reluctant must-visit to her first public social, despite strong evidence that money has not bought her talent.

Under the direction of Quebec filmmaker Claude Fournier—who directed the movie adaptation of Gabrielle Roy's classic *The Plain*—*Golden Fiddler* stars colorful cast easily sympathetic for its occasional hint of black-and-white socialism. The four actors—all Australians—who portray the Ballour children give genuinely endearing performances. Additive to this, Nelligan brings a rich theatricality to the central role of Anne, delivering a stirring performance in a beautiful scene about the high price of being rich.

VICTOR DRYER

## Maclean's

### BEST SELLER LIST

#### FICITION

- 1 *Warrior & Walking Spirits, Dorian (2)*
- 2 *1602 & India Burnham, Keller (6)*
- 3 *The Gates of Ivory, Drabble (4)*
- 4 *Wilderness Trip, Ahmed (3)*
- 5 *Penfold's Things, King (2)*
- 6 *Swamp, Poirer (15)*
- 7 *Griffin and Lawrence, Juvett (3)*
- 8 *Life, Poirer (3)*
- 9 *No Greater Love, Steel (3)*
- 10 *Light over Water, Juvett*

#### NONFICTION

- 1 *Marshall Plan, Newman (2)*
- 2 *The Betrayal of Canada, Kurl (1)*
- 3 *Paul Fox, Hinchey (3)*
- 4 *Capital Struggle, Juvett (3)*
- 5 *McNulty, Sweeney (1)*
- 6 *Mr. Stinson of My Life, Hylton (2)*
- 7 *The Popper Report, Popper (3)*
- 8 *Dies of Thomas, Sweeney*
- 9 *Mr. Stinson, Hylton (3)*
- 10 *The Max West Story, West (3)*

(1) Previews last week

Compiled by Brian Roberts



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## Jingle Bell Rock in the Florida sun

BY ALLAN FOTHERINGHAM

It is noon on Sunday and therefore it is time to hit Stet's. There is a crackly old disk and the music is already starting. People in swim shorts and T-shirts with funny sayings on them are gathering in lawn chairs out front. The popular color this year seems to be shocking pink. This is a gang prepared to have fun.

This would be Stet's, in Miami (don't shoot an hour south of Fort Myers), the Florida coast of the Gulf of Mexico. It is none other, better than Flie Flie, and some one-year-old nappies can be seen, and back the stage, celebrating their Rockin' number.

A merry cluck of peacocks, their heads as long as their bodies, are jumping the scruff from a disk across the water. The good deities are watching the live game on a television screen cut into the wall beside the men's jives. Beets hang into the disk. The music twangs. The food servers arrive. This is called sensory overload.

The bar on the duck is one of those outdoor bars that has old beer plates hanging from the roof. Many Stet's included. Plus models of bachelors. Singers and funny men, some of their pretense. Stet wears a cowboy hat, a hawk, a green T-shirt, shorts and the air of someone who knows every line in the yard.

There is something turned about all this, in the least, as the amplified band now swings into Jingle Bell Rock, as the peacocks leg for designers. The wine rings arrive and anode for. There is a plume of fragrant red-and-blue ink hanging from the bar. At 11-year-old, behind the amplified guitars, is letting out something never-before-seen. These in the front row of lawn chairs here it.

At Stet's, middle-aged men who are secondly into gold rock disks are in their element. They find they have arrived in hell. There is a long jump at the table's top, including one daniel wearing a yellow leather something that covers barely something. The head is now into Winter Wonderland as some black-haired girls trip-pink against the peacocks.

American generally have some fun. They scream up and dancing on the little disco floor.



A chap with a look-like Fluffy Mount brand appears to believe that he can join. He's wearing that weary expression of missing a small child, having known for 30 years that in fact he wouldn't know rhythm if he fell in it. The amplified noise grows louder.

Stet's are very popular on the radio, just as news shorts are on the radio. There is a Tiny Talent show, the Rockin' wicketed a wonder by the five-year-olds who clutch the edge of the stage. These in baseball hats on the lawn watch in contentment, wiggling their feet. Not a single person discusses the Constitution.

There are some about 200 people in swim trunks, gold chains and tattoos in lawn chairs, on the deck, crossing the lawn, watching the football game, partying on the boats, pretending they are either Fred Astaire or John Travolta on the disco disk. It is hard to believe there is a romance. The balcon are disappearing. There are three grown men at the table.

They are from Montreal. They say that they "like can of possible delinquency." That would mean they work for the Robert, because government. They are married. These wives have let them off for the week. That's why they are at Stet's. That's the type of place Stet's is.

The dance floor is jumping, it now being 3 in the afternoon. There are in some signs men who don't know how to dance in swim trunks, women who should not be caught outdoors in swim shorts shorts. This is the Florida that plays Winter Wonderland on the amplified guitars, and people in shorts and sandals think it is great. We agree.

In the Sunshine State that depends on tourism, one gets the constant impression that the only people working are the gas-station attendants and the bartenders. Everyone else is in shorts, even those who should be required to have a permit to do so.

There is nothing in the world to compare to tourism, especially in December. People who can quickly as cost-conscious adults will dress up as kids as long as they don't have to wear away clothes in December. It is what keeps Florida alive, not to mention Kansas and Arizona.

Stet's in studies are amplified all the latest yacht, started by a beer belly as a cigar who manages to be in Donald Trump. Ornaments in leader hats wear overalls the lawn chairs, while the chips in short clothes back the third quarter of the 1980s. The cocaine, a disco step, where in the United States, is present.

There is no one unhappy.

That is such a remarkable condition for a columnist who deals in political anthropology that it is not clear how to cope with the short-sighted people in tractor hats achieved survival in this the solution? They Talent shows behind amplified guitars? It may be expensive, it may be noisy, but it is also an ability to let loose.

Stet's are up before the dawn, becoming a Kenny Rogers. To be king of 300 happy people every Sunday afternoon is better than to be king of nothing. The 11-year-old short-circuits has given out, it now being 4 p.m. We are grateful for that. The peacocks swing in over the water the dive-bombers. Some with a gold chain in swim trunks, some in shorts at the bar, just below the New Scotia lounge place.

The band is now like Twink and Stet, and the gyrating dancers—not just partying jiggling in swim trunks—are oblivious not only to the heat but the dive-bomber's pelicans.

In Ontario, they're still arguing about Stet's shopping.

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